JAN 27 - FEB 2, 1952

VOL. 3 NO. 11 SUPPLEMENT D

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Ross Reports ON TELEVISION

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(27)

ABC(Ch7) - 6:30-7pm; DEBUT; America's Town Meeting; from WJZ-TV to 6 sta plus 2 kine; Sponsor - Reichhold Chemicals thru MacManus, John & Adams; Producer - Phil Traum, Town Hall, Inc; Superv - Charles Mortimer ABC-TV; Dir - Bob Doyle ABC-TV; George V. Denny, Jr., will act as moderator on the program which will present outstanding personalities from all segments of American life together with the "man in the street" and his reactions to the questions and topics debated in the traditional American manner, rooted in the town meeting of Colonial days.

CBS(Ch2) - 1:30-2pm; HIGHLIGHT; Speech by Herbert C. Hoover; from WCBS-TV to the net; Former President Herbert C. Hoover will deliver a major address entitled "The Year Since the Great Debate" stressing national issues that have developed since the MacArthur controversy.

7:30-8pm; HIGHLIGHT; Jack Benny Show; from KNXT(LA) to 35 sta plus 19 kine; Sponsor - Amer Tobacco(Lucky Strike) thru BBD&O; Prod - Ralph Levy CBS & Hilliard Marks BBD&O; Dir - Ralph Levy CBS; Writers - Sam Perrin, Milt Josefsberg, George Balzer & John Tackaberry; Music Dir - Mahlon Merrick; Anncr - Don Wilson; Jack Benny and the cast of his radio show appear in third of six special television shows in time slot which is usually occupied by This Is Show Business.

NEWLY ANNOUNCED NETWORK FUTURES

Feb 11 - Al Pearce Show; CBS-TV Mon thru Fri 10:45-11:30am; from KNXT(LA) to the net; Sustaining; Producer - Stefan Hatos CBS; Dir - Bill Sterling; Comedian Al Pearce makes his television debut in casual daytime variety revue, with monologist Arlene Harris a regular member of the cast. Program will originate from the Earl Carroll Theater in Hollywood, and is offered to advertisers in units of one or more quarter hours.

Feb 13 - Rendezvous; ABC-TV Wed 9:30-10pm; from WJZ-TV to the net; Sustaining; Pkgr-Prod - Jerry Layton; Ilona Massey will star as the central figure in the new series of dramatic adventure programs; she will appear as Nikki Angell, proprietor of the Club Rendezvous, a smart sophisticated Paris night club.

We are enclosing a second copy of our third annual Subscriber Poll questionnaire by way of reminder. If you have not already done so, please fill it out and return to us by January 31.

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NEWLY ANNOUNCED NETWORK FUTURES(Cont'd)

Indef. - Give and Take; CBS-TV Fri 10-10:30am; from WCBS-TV to the net; Sponsor - Cannon Mills thru Young & Rubicam; television version of well-known radio show will be seen Friday only. Time slot Monday thru Thursday will continue to have Morning News 10-10:15am & Arthur Godfrey Show 10:15-10:30am.

SPONSOR ACTIVITY

PACKARD thru Maxon has set 20 markets for showings of the Rebound film series, local NY showings scheduled to start on WJZ-TV Friday Feb 8 9-9:30pm. Crosby Enterprises produced the series.

KAISER-FRAZER thru Weintraub has signed with NBC to pick up, starting Feb 16, the alternate week 10-10:30pm segment of Your Show of Shows which Eversharp relinquished due to material shortages. Lehn & Fink continues sponsorship of that segment on alternate weeks.

PURE-PAK(milk containers) thru Fred M. Randall Co will sponsor the 8:20-8:25am portion of Today each Monday starting Jan 28 on the NBC-TV network.

STOKELY-VAN CAMP(Pork & Beans) thru Calkins and Holden, Carlock, McClinton and Smith have contracted for the 2:15-2:30pm Friday segment of the Garry Moore Show on CBS-TV for 52 weeks.

O'CEDAR CORP(polishes, waxes, mops) thru Young & Rubicam, has purchased the 2:15-2:30pm Monday segment of the Garry Moore Show for 52 weeks on CBS-TV.

ADMIRAL CORP thru Erwin Wasey & Co will sponsor coverage of the national conventions and Election Day returns on the ABC AM & TV networks.

NYC LOCAL STATION ACTIVITY

WABD - Wild Bill Hickok; DEBUT Feb 9 Sat 6:30-7pm; Sponsor - Kelloggs Sugar Corn Pops thru Leo Burnett; Guy Madison stars in the title role with Andy Devine featured; series was produced in Hollywood by William F. Broidy.

WCBS-TV - Time For Beany; DEBUT Jan 28; Mon thru Fri 5:30-5:45pm, Sat 1-1:15pm; Sponsor - Leigh Foods(Flamingo Frozen Orange Juice)(Tu,Th & Sat); puppet adventure program produced & directed by Bob Clampett; Settings - Bob Dahlquist; Writer - Lloyd Turner; Camera Director - Gordon Minter. Paramount Television Productions is syndicator of the film show.

HOLLYWOOD LOCAL STATION ACTIVITY

KTLA - Gruen Playhouse; DEBUT Jan 22; 10-10:30pm; Series of television films produced by Revue Productions in Hollywood; first program has Alan Mowbray, John Litel & Anna Q. Nilsen in "My Other Love".

KTTV - Your Town's Talent; DEBUT Jan 17 Thurs 7-7:30pm; Spon:-So.Cal.Pharmaceutical Assoc. Talent show featuring amateurs from different Southern California communities each week is MC'd by "Morton Pestle". Replaces Bob Shannon's Varieties which had the same sponsor.

Ronnie & Rennie and Rennie & Ronnie; RETURNED Jan 18 Fri 10-10:30pm; Sustaining; Dir - George Giroux KTTV; Ronnie Kemper & Rennie McEvoy return in zany series in which the two, disguised with odd costumes, render old, nostalgic songs.

KTTV - Jeanne's Studio; DEBUTED Jan 24; Thurs 10:30-11pm; Sponsor - Thriftimart, Fitzsimmons & Roberts markets; Producer - Rolly Langley KTTV; Dir - Forrester Mashbir KTTV; Songstress Jeanne Gayle stars with music supplied by the George Bruns Trio, and featuring three art students who will compete for prizes by sketching personnel of the program in action. Program replaces Alert for News which had the same sponsor.

Adventures in Imagination; DEBUT Jan 27; Sun 12:30-1pm; Sustaining; Producer-Writer - Stuart M. Nathanson & Ronald L. Stanton; Musical production numbers are by Beby Carpenter, original music and lyrics by Ruby Raksin; new variety show will feature over fifty talented youngsters each week.

NEWS DIGEST

AUTHORS LEAGUE TAKES STAND ON BLACKLISTING - The Council of the Authors League of America last week passed a resolution on radio and television blacklisting of all personnel connected with the industry. At the same time, the Council instructed Rex Stout, the president, to ask for a hearing before the FCC for the purpose of discussing the blacklisting as practiced by radio and television licensees. The Guild takes the stand that stations and networks practicing blacklisting are guilty of conduct which does not serve the best interests of the public by "....denial to (it) of its constitutional right to see and hear the works of established writers, of high literary reputation" and "inadequate presentation of the works of writers due to arbitrary blacklisting of actors, directors, scene designers, and other personnel."

UNITED PARAMOUNT GAINS CONTROL OF MICROWAVE ASSOCIATES, INC. - Having obtained a total of 50% of the outstanding common stock of Microwave Associates, Inc., United Paramount Theaters has gained control of the company, with five of the eight members of the board of directors UPT men. Microwave's past research will be utilized to establish equipment to carry special facilities for theater-TV and general TV transmission.

SINDLINGER ACTION AGAINST NIELSEN & HOOPER SETTLED - Various announcements by the three litigants last week disclosed that the suits brought by Sindlinger & Co against Hooper & Nielsen and the patent litigation between Radox and Nielsen have been fully settled with a payment of $75,003 to the Sindlinger interests. Under the settlement, the plaintiffs have waived all rights of appeal or the taking of further action in opposition to Nielsen's application for a U.S. Letters Patent. At the same time, Nielsen has granted Sindlinger a limited license under Nielsen's application to make and use a manual type audience measurement system similar to the 'Radox' system, but does not include a license to operate an automatic system.

FEBRUARY 8 DATE FOR RECONSIDERATION OF COLOR TV FREEZE - Charles E. Wilson, Director of the Office of Defense Mobilization has called a meeting on February 8 to discuss the present color TV set manufacturing ban. There have been some misunderstandings in the industry, and the meeting has been called to determine whether or not the ban reflects the views of the industry as a whole and whether the ban is to be ratified and to what extent.

TELEPROMPTER SIGNS 5 YEAR CONTRACT WITH CBS-TV - The TelePrompTer Corporation announced last week that it has signed signed a five-year contract with the CBS Television Network, involving a minimum guarantee of $1,000,000, for the use of the TelePrompTer service on CBS-TV programs. Originated by Fred Barton, a former Broadway actor, who is now associated in the company with Irving B. Kahn and Hubert Schlafly, TelePrompTer was designed to eliminate the fear of forgetting their lines from the minds of actors. The service consists of the entire scripts of a program typed on roll paper in characters almost an inch high, enclosed in a small cabinet in which it moves on rollers and is operated by remote control; usually there are four machines in strategically located studio area, and they are electronically synchronized.

NEW YORK & LOS ANGELES TV-HOME HOOPERATINGS FOR DECEMBER -

New York		Los Angeles	
Texaco Star Thtr(Berle)	52.8	Red Skelton	39.9
Godfrey's Talent Scouts	46.9	All Star Revue(Durante)	39.4
Colgate Comedy Hr(AGVA Show)	38.2	Texaco Star Thtr(Berle)	33.6
Godfrey & Friends	37.0	Spade Cooley Show	32.4
Colgate Comedy(Eddie Cantor)	35.9	Wrestling(KTLA Thurs)	27.6
Show of Shows(Caesar & Coca)	35.5	You Bet Your Life(GrouchoMarx)	26.5
I Love Lucy	35.3	USC-Notre Dame Football Game	25.0
All Star Revue (Durante)	34.7	Ina Ray Hutton	24.0
Fireside Theater	33.6	Colgate Comedy Hr(AGVA)	23.8
Man Against Crime	33.4	Bandstand Revue	23.8
Goodyear TV Playhouse(12/9)	32.3	Wrestling (KLAC-TV Fri)	22.3
Mama	32.1	Gillette Fights (12/7)	21.9
This Is Show Business	29.2	Show of Shows(Caesar & Coca)	21.8
Cavalcade of Sports(12/14)	29.2	Your Hit Parade	20.7
Red Skelton	29.1	Frosty Frolics	20.0

PERSONNEL ITEMS: William Forest Crouch has joined Sound Masters, Inc. as executive producer of the newly organized television film department. At one time Mr. Crouch was executive producer of Filmcraft Productions, and in the past three years he has produced more than 200 films for television ranging from spot commercials to half-hour programs.....At CBS it has been announced that William Spier, movie, radio and television producer and director, has joined the television production staff. Mr. Spier recently produced "The Clock" on ABC-TV. CBS-TV Spot Sales has added William H. Davis to the Chicago staff as an Account Executive and Warren E. Abrams has been appointed Assistant Research Manager in New York....Peter M. Soutter joined the DuMont network sales staff as an account executive last week. Prior to joining DuMont, Mr. Soutter held a similar position with J. Walter Thompson's Cincinnati office.

FILM DIGEST

ROBERT STACK SIGNED FOR TV FILM SERIES - William F. Broidy has signed Robert Stack to star in a new series of half-hour adventure films, The Phantom Pirate to be produced by Broidy, with Hugh King, Bob Bailey and Wesley Barry as associate producers. Frank McDonald will direct, with King & Bailey preparing the scripts, aiming at Spring production. Consultation Room, another series, is in production. Sam Roeca has written the scripts for this one, based on a book by Dr. Frederic Loomis, which deals with human relations as seen by a doctor from across his desk.

KRAFT FOODS BUYS BRITISH FILMS FOR WEST COAST SHOWINGS - According to the Hollywood Reporter, Kraft Foods thru J. Walter Thompson, have acquired 11 first-run British films from KNBH(LA) for showings in the Wednesday night 9-10pm time slot. The pictures were all produced by British National and are being edited down to 54 minutes by Bob Guggenheim, KNBH film buyer. Sponsor is reported to have preferred showing the films than to chance varying qualities of the kinescope recordings of Kraft Theater until such time as a re-allocation of relay time can be made.

"RANGE RIDER" & "GENE AUTRY" SOLD FOR 5 MARKETS - CBS Television Film Sales has sold The Gene Autry Show and The Range Rider to the Kellogg Co for showings in five cities beginning January 26th. The Autry series will be run in Indianapolis starting on that date with Range Rider to be shown in Buffalo, Charlotte, Houston and Pittsburgh. To date, Autry has been sold in more than 30 cities, with Range Rider sponsored in 26.

TWO FILM PACKAGES SOLD IN NEW YORK - WCBS-TV(NY) has leased for exclusive New York showings a group of 26 films produced by Edward Small, and a second group of ten films originally financed by the Chemical Bank & Trust Co of NY, which were distributed through Television Exploitation, Inc. Both contracts are effective from February 1, and include such films as "My Son, My Son", "Texas, Brooklyn & Heaven", "Up In Mabel's Room", "South of Pago Pago", "Lovable Cheat" and "Count of Monte Cristo".

NEW TELEVISION FILM FIRM FORMED(LA) - Michael Phillips and Dan Hadzick have formed a new television film production company, Phildan TV Productions, with offices at the Eagle-Lion studios. William Hadzick will supervise production, with Al DeGaetano as film editor, Ray Scott production supervisor and Ed Ilou as art director. Mr. Phillips is head of Demyrtha Productions, producers of feature films.

COMMERCIALS PRODUCTION

HARTLEY PROD'NS(NY) - 2 (2') completed for Celanese Acetate Fabrics thru Ellington for Network Programming; LA with VO.

1 (60") completed for Procter & Gamble(Wondra) thru Dancer-Fitzgerald-Sample for Local Spot; LA with LS & VO.

PRINCETON FILMS - 1 (20") & 1 (8") completed for TV Guide Magazine for Local Spot; SM with VO.

2 (20") completed for RCA Service Co thru Al Paul Lefton for Local Spot; SM & LA with VO; features RCA factory trained technicians servicing home TV sets.

RKO-PATHE, INC.(NY) - 7 (60") completed for Johnson's Hard Gloss, Glo-Coat & Pride thru Needham, Louis & Brorby for Nat'l Spot & Net Program; SA & LA with DR & VO.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY JANUARY 25
Twenty Questions	DuM 8pm	Johnny Johnston
Not For Publication	DuM 8:30	Elliot Lawrence replaces Mel Torme in mystery drama
We, The People	NBC 8:30	Cy Coleman, Alexandrio Stewart
****Other shows on this date were listed in last week's issue.		
		SATURDAY JANUARY 26
Betty Crocker	ABC 12N	Melvyn Douglas & Betty Field
Teatro Televisione (Italian Drama)	WOR 2pm	La Casa Del Mari - by Franco Lalli; with Silvana Sierra, Italia Fantoni, Gian Strace, Rosetta Venezione, Corradina Corradetti, Itala Dea; Dir: J Mantelli
Ken Murray	CBS 8pm	Chester Morris, Glenda Farrell, Mary Raye & Naldi, The Amazing Mr. Ballantine
All Star Revue (Jimmy Durante)	NBC 8pm	Mickey Rooney, Candy Candido, Eddie Jackson, Jack Roth, Jules Buffano (FROM HOLLYWOOD)
Faye Emerson	CBS 9pm	Ski Town, USA - with Jack Haskell & Connie Russell
Your Show Of Shows (Sid Caesar)	NBC 9pm	Binnie Barnes
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: The Haydens(D), Shari(ventriloquist), Derna DeLys(S); Robert's Cue: Andy Roberts(baritone); Buyers: Abe Schiller(Flamingo Hotel, Las Vegas), Jack Abramson (52 Association), Katherine Murray(Arthur Murray TV Show)
Songs For Sale (Steve Allen)	CBS 10pm	Guest Singers: Peggy Lee, Tommy Edwards; Judges: Lester Simms, Barry Gray, Morey Amsterdam
		SUNDAY JANUARY 27
American Inventory (Ray Morgan)	NBC 1:30	The You In UNESCO - with John O'Hare, Anthony Ford, Maurice Manson, Lockwood Doty(narrator); Guests: Dr. Mab Ingalls, Malcolm S. Adisesiah, Paul Green
Hlmk Hall Of Fame (Sarah Churchill)	NBC 3:30	The Story Of Roger Williams - by Jerome Coopersmith & Horton Foote; with John Beal, Barbara Bolton, Gavin Gordon, Dale Engle, Salem Ludwig
CBS-TV Workshop	CBS 4pm	Into The Valley - by John Hersey, adapt by Mel Goldberg; with Robert Baines, Michael Higgins, Robert Keith Jr, John Compton, George Tyne; Dir: Curt Conway
Meet The Press	NBC 4pm	W. Averill Harriman
Man Of The Week	CBS 5pm	Sen. James H. Duff(R-Penna)

SUNDAY JANUARY 27(Cont'd)

Roy Rogers(film)	NBC 6pm	The Treasure Of Howling Dog Canyon - with Pat Brady, Alfalfa Switzer, Don Harvey, Dorothy Crider, Chief Yowlachie, Red Morgan, Denver Pyle
Mr I Magination (Paul Tripp)	CBS 6:30	The Further Adventures Of Robin Hood - with Donnie Harris
Paul Whiteman	ABC 7pm	Lisa Kirk
Stage Entrance (Earl Wilson)	DuM 7pm	Buddy De Franko, Joan Diener, Henry Morgan
Royal Showcase	NBC 7pm	Vivian Blaine, Sam Levene, David LeGrant(C)
Ellery Queen (Lee Bowman)	ABC 7:30	Dance Of Death - by Helene Hanff; with Katherine Sergava, Robert Harris, Joan Wetmore, Elli Sonneman
Jack Benny	CBS 7:30	Barbara Stanwyck, Ray Noble, Don Wilson, Molly Glessing, Jack George (FROM HOLLYWOOD)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Jessica Tandy & Eume Cronyn, Ted Lewis, Bert Wheeler, Dolores Gray, Alan Dean(S), Eddie Howard, Nanci Crompton
Colgate Comedy Hour (Danny Thomas)	NBC 8pm	Dorothy Lamour (FROM HOLLYWOOD)
Arthur Murray	ABC 9pm	Lou Holtz, Mary McCarty, Jimmy Nelson, Kajar
Rocky King (Roscoe Karns)	DuM 9pm	Speedway To Death - by Edgar Marvin; with Ralph Dunn, Ross Martin, Bette Ford, Ken Konopka
Philco Playhouse	NBC 9pm	Segment - by David Swift; with Mercer McLeod, Eileen Heckart, Dierdre Owens, Joseph Anthony, Addison Powell, William Lally, Mardette Edwards, Patricia Hosley, Kort Falkenburg, Vince Harding, Frank Sutton, David Lewis, Philip Kenneally, Harry Landers, Jose Gonzales, Frank Markow; Dir: Delbert Mann
Plainclothesman (Ken Lynch)	DuM 9:30	The Swamp - with John Hamilton, Melba Rae, Dennis Dengate, Harold Grau, Bob Burland
Celebrity Time	CBS 10pm	Guests: Ann Sothern, Dunninger; Sketch Bits: Erv Foster, Ernest Sarracino, Louis Nye, Peggy Cass
Cameo Theater	NBC 10:30	The Paper Sack - by Norman Zeno; with Dennis Harrison, Judy Parrish, John Gerstad, James Little

MONDAY JANUARY 28

Garry Moore	CBS 1:30	Noonan & Marshall
Kate Smith	NBC 4pm	Randolph Symonette(basso), Evalyn Tyner
Magic Cottage (Pat Meikle)	DuM 6pm	Little Jack Horner's Tuckered-Out Plums - with Bernard Kates & Jack Bittner
H'wood Screen Test	ABC 7:30	Jeffrey Lynn, guest, in Who Is My Accuser - with Irja Jensen & Lotte Stavisky

MONDAY JANUARY 28(Cont'd)

Press Conference	WOR 7:30	Gov. Sherman Adams(New Hampshire)
Amazing Mr Malone (Lee Tracy)	ABC 8pm	The Innocent Murderer - by Alvin Boretz; with Rober H. Harris, King Calder, Leona Powers, Henry Barnard, Norman Bernhardt, Richard Barrows; Dir: Larry Schwa
Lux Theater	CBS 8pm	For Heaven's Sake - by Elinor Lenz; with Jack Carson June Lockhart, Edgar Stehli, Walter Matthau, Fredd Wayne, Victor Thorley; Dir: Fielder Cooke
Talent Scouts (Arthur Godfrey)	CBS 8:30	Jeanne Weeks(S), Jan Kersey(baritone), Harmonica Reeds Duo, The Dive Bombers(S-M)
Voice Of Firestone	NBC 8:30	Eugene Conley
Lights Out	NBC 9pm	The Third Door - by Edgar Marvin, from Henry Kuttner story "Threshold"; with Vincent Price, Kurt Katch, Sally Chamberlin, William Camp, Harry Davis, Jon Richards, Florence Anglin; Dir: Clay Yurdin
Robert Montgomery	NBC 9:30	Eva? Caroline? - by Thomas W. Phipps, from story by Allan Vaughan Elston; with Richard Carlson, Jayne Meadows, Viola Roache, Raymond Bramley, Frederick Worlock, Herbert Rudley, Elizabeth Eustis, Blair Davies, Richard Abbott, Barbara Townsend, Welles Richardson; Dir: Norman Felton
Studio One	CBS 10pm	Burden Of Guilt - by John & Ward Hawkins, adapt by Worthington Miner; with Anthony Ross, Frank Albertson, Ralph Nelson, Bobbie Santon, Dorothy Petersen, Alan Devitt, Frank Stevens, Vincent O'Brien, Phil Pheffer, Frank Borgman, Al Durant, Charles Grunwell, Tom Gorman, Edith Chan, Klock Ryder; Dir: Franklin Schaffner
Who Said That (Net except WNBT)	NBC 10:30	John Mason Brown, Emily Kimbrough, Charlton Heston, Bill Henry

TUESDAY JANUARY 29

Garry Moore	CBS 1:30	Billy Gilbert
Kate Smith	NBC 4pm	Dean Murphy, Manor & Mignon(D)
Trapped	WOR 7:30	Unidentified Dead - with Vilma Kurer, Boris Marshalov, Reese Taylor
Stork Club	CBS 7:45	Faye Emerson & Skitch Henderson
Frank Sinatra	CBS 8pm	Tom D'Andrea, Larry Blake, Patti Moore & Ben Lessy(D) Dick Haymes (FROM HOLLYWOOD)
What's The Story	DuM 8pm	Kathi Norris, Emily Kimbrough
Texaco Star Theater (Milton Berle)	NBC 8pm	Andy & Della Russell
Met Opera Auditions	ABC 8:30	Nadja Witkowska(lyric-coloratura), Arthur Vincent Budny(baritone)

Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Benny Fields, Richard DuBois(magician); Youth: Maurice Rocco, Ann Bollinger(soprano)
Fireside Thtr(film)	NBC 9pm	Twilight Song - by John Larkin; with Jay M. Karrigan, Moina McGill, Maeve MacMurrough, Richard Ryan, Sean McClark, Pat O'Moore, Wade Crosby
Suspense	CBS 9:30	Death Drum - by Victor Wolfson, from Geoffrey Household's story "The Hut"; with Maria Riva, Herbert Berghof, Wright King, Miriam Goldina, Wayne Carson, Ian Keith
Armstrong Theater	NBC 9:30	Yesterday's Magic - by Hobe Marris; with Jerome Cowan, Frances Robinson, Helen Waren, Frank Lyon, Charles G. Martin, Mary Linn Beller, Robert Gibbons; Dir: T Post
Danger	CBS 10pm	Windfall - by Sidney Edelstein; with Joshua Shelley, Lou Gilbert, Bruce Gordon, John Boruff, Chris Gampel, Fred Scollay, John Dale
Hands Of Destiny	DuM 10pm	Obsession - by Nora Stirling; with Beverly Bayne, Dulcy Jordan, John Stanley, Olive Reeves-Smith, Eulabelle Moore
Bob Considine	NBC 10:45	Louis Cotlow(explorer)

WEDNESDAY JANUARY 30

Garry Moore	CBS 1:30	Kirkwood & Goodman
Kate Smith	NBC 4pm	Arvie Recore Trio, Harris & Radcliffe, Hoctor & Byrd, Sig Rothschild
Kate Smith Evening	NBC 8pm	Fred Allen, Andre Eglevsky, Maria Tallchief, Melissa Hayden, Ethel & Albert, Zola Mae & Peggy Jane Shaulis
Kraft Theater	NBC 9pm	Mrs. O'Brien Entertains - by Harry Madden; with John McGovern, Gaby Rodgers, Peg Hillias, Donald Symington, Betty Ann Nyman, Dorothy Jolliffe, Patrick O Neil, Elsa Mounard, Andrew Duggan, Carlos Restivo, Mimi Romeo, Henry Calvin, Ilse Marvenga, Leopold Badia; Dir: Stanley Quinn
Newsstand Theater	ABC 9:30	No Table For The Lady Plumber - by Joe McCarthy, adapt by Amy Loring & Meade Roberts; with Doris Dowling, David M Kay, Frederic Tozere, Pat Breslin, Francois Grimard
The Web	CBS 9:30	Honeymoon At The Grand - by Hugh Pentecost; with William Redfield, Haila Stoddard, Rusty Lane, Janet deGore, Jock McGregor, Rene Paul, Joe E. Marks; Dir: H Hirschmann
Pulitzer Playhouse	ABC 10pm	Years Of Grace - by Margaret Ayer Barnes, adapt by Denis Green & Norman Lessing; with Ann Harding, Lucile Watson, Bramwell Fletcher, Joan Chandler, Scott McKay, Mary Howard, John Klein; Dir: Charles Dubin
TV Recital Hall	NBC 10:30	Michael Rabin(violinist)
*ADD: Date On Bway (Bob Haymes)	DuM 7:30	Paul Hartman, Judy Lynn, Don Russell, Fred Robbins, Gene Krupa, Francis Wayne, Buddy DeFranco, Nancy Reed

THURSDAY JANUARY 31

Garry Moore	CBS 1:30	Lucile Watson
Kate Smith	NBC 4pm	Helmut Dantine, Hazel Dawn Jr, Bobby, Joyce & Ginger (D), The 3 Edwards Brothers
T-Men In Action	NBC 8pm	The Violent Artist - by A.S. Ginnes; with Ross Martin, Joe Silver, Merle Albertson, William Keene, Sam Locante, Carl White
Dragnet(film) (Jack Webb)	NBC 9pm	The Big Mother - with Dan Riss, Peggy Webber, Harry Bartell, Ralph Moody, Herb Ellis, Olan Soule
Big Town (Pat McVey)	CBS 9:30	The Bargain - by William Markham & Charles Robinson; with Walter Woolf King, Flora Campbell, Bert Thorn, Ellen Fenwick
Ford Festival (James Melton)	NBC 9:30	Vera Vague, guest; Starting this date the regulars will include, besides Melton, Morey Amsterdam, Wally Brown, Billy Barty, Dr. Roy K. Marshall, The Jinglebells
Racket Squad(film) (Reed Hadley)	CBS 10pm	Three Ring Circus - with Iris Adrian, Monte Blue, Ed Parks, Dan White, Henry Hall, Frank Jaquet, Wade Crosby, William Green
Author Meets Critics	DuM 10pm	The Return To Morality - by Sen. Charles W. Tobey; Merle Miller(against), Godfrey P. Schmidt(for); Faye Emerson, guest moderator
Martin Kane (Lloyd Nolan)	NBC 10pm	Mark Dawson, Harry Worth, Rita Lynn, Dan Morgan, Rupert LaBelle; femme lead not set at press time
At Home (Earl Wrightson)	ABC 10:30	Francey Lane
Crime Photographer (Darin McGavin)	CBS 10:30	The Fall Guy - by James P. Cavanagh; with Will Hare, Kim Stanley, Robert Middleton, Alan Manson

FRIDAY FEBRUARY 1

Garry Moore	CBS 1:30	Dean Murphy
Kate Smith	NBC 4pm	Blair & Dean(D), Nat Brandwynne & Orch, Roger L. Putnam(US Econimic Stabilizer), Pvt Rolando Johnson
RCA Victor Show (Ezio Pinza)	NBC 8pm	Harpo Marx, Helen Gallagher
Man Against Crime (Ralph Bellamy)	CBS 8:30	Donald Curtis, John D. Seymour, Helenita Pike, Wolfe Barzell, Joseph Holland, Gloria McGhee, Helen Pitt
Schlitz Playhouse	CBS 9pm	Lady With A Will - adapt by Don & Katrina Ettlinger from a play by Ward Morehouse & Peggy Wood; with Ann Sothern, Edmon Ryan, Russell Collins, Nancy Franklin, Robert Emhardt, Richard Bishop, Ernestine McLendon, Harriet McGibbon, Joy Hodges, W.O. McWaters, John Becher, David White, Donald Burr, Richard Abbott, Bill Coburn, Russ Morrison; Dir: William Brown

Big Story	NBC 9pm	Bernard Beckwith, Denver Post - adapt by Max Ehrlich; with Phil Sterling, Paul Ford, Joseph L. Graham, Ric Richard Warner, Sara Floyd, Anna Minot, Crahan Denton
Tales Of Tomorrow	ABC 9:30	20,000 Leagues Under The Sea - Part II: Escape - adapt by Max Ehrlich from the Jules Verne classic; with Thomas Mitchell, Leslie Neilson, Bethel Leslie, Robert Keith Jr, Eddie Hyans, Roger DeKoven
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Peggy Lee, Carlos Ramirez
Eloise Salutes	WABD 11pm	Hal Block

TALENT LOCATOR SERVICE January 27, 1952

IN NEW YORK

EDWARD ARNOLD in NYC Apr - AGT: Wm Morris JU 6-5100

EDNA BEST opening "Jane" this week - PRESS: Heidt-Denenholz CO 5-6180

POLLY BERGEN film actress-singer - AGT: MCA PL 9-7500

EDWARD BINNS is now with the Gibbs Agcy PL 7-5959

GERALDINE BROOKS - AGT: Marty Jurrow, Wm Morris JU 6-5100

LON CHANEY - AGT: Jerry Rosen PL 7-6185

THE CLEF DWELLERS vocal group - MGR: Fred K. Steele CI 7-3770

MELVILLE COOPER - AGT: Frances Head, Gibbs Agcy PL 7-5959

ROBERT CUMMINGS is now with the Sam Jaffe Agency PL 9-6693

FIFI DORSAY - AGT: Dave Shapiro, Wm Morris JU 6-5100

LEO GENN in NYC Feb & Mar - AGT: Wm Morris

JUDY GARLAND (MGR: Abe Lastfogel, Wm Morris) signed to record for RCA Victor

REX HARRISON & LILLI PALMER here early Feb for "Venus Observed" - PRESS: George & Dorothy Ross BR 9-5906

ANN HARDING - AGT: Wm Morris JU 6-5100

EDDY HOWARD from Chicago early Feb for Paramount Theater date

GLYNIS JOHNS opening "Gertie" this week - PRESS: Perlman-Byram CI 5-9151

ALLYN JOSLYN in NYC mid-Feb for "Collector's Item" - PRESS: Ben Kornsweig MU 7-1670

BEATRICE LILLIE here for Ed Sullivan's "Beatrice Lillie Story" via Toast Of The Town Feb 3

LISA LOUGHLIN "American Beauty Of Bali" - PRESS: Sol Abrahams WI 7-9715

EDDIE MAYEHOFF legit-film comic - AGT: Wm Morris JU 6-5100

CHICO MARX - AGT: Wm Morris JU 6-5100

ANDREW MCKINLEY "The Consul" tenor - AGT: Columbia Artists CI 7-6900

NOONAN & MARSHALL - AGT: General Artists CI 7-7550

DONALD NOVIS in NYC from Australia Mar 1 - signed to record for Mercury - AGT: Jerry Rosen PL 7-6185

PAT O'BRIEN avail NY TV - AGT: Wm Morris

JEAN PARKER & ROBERT LOWERY arrive NY next week - AGT: Jerry Rosen PL 7-6185

VINCENT PRICE - AGT: Wm Morris JU 6-5100

ARCHIE ROBBINS from Miami early Feb - AGT: Jerry Rosen PL 7-6185

ANTHONY ROSS signed with John Gibbs Agcy

SHARI femme ventriloquist - PRESS: Sol Abrahams WI 7-9715

JOHNNY STEWART now in NY - AGT: Bonnie Alden, Baum-Newborn BR 9-6377

BETSY VON FURSTENBURG here mid-Feb for "Dear Barbarians" -PR:G&D Ross BR 9-5906

ROSS REPORTS 3rd ANNUAL POLL OF SUBSCRIBERS

Jan 20 '51

What, another poll? No, not just another....this one is yours! It's your opportunity to take a break from the pressure of creating -- your one chance to step back for a long look at accomplishments....to express personal reactions & opinions....and generally to act as a sounding board for a professional critique of programs and trends.

Just this once, you write the report. And to what effect? Well, last year, not only were the results carried in full here, but just about every trade paper and columnist deemed the material worthy of space....Ben Gross, in reviewing the poll, set the keynote for public reaction by calling it "a healthy act" on the part of you people who put the shows together. For you - our subscribers - represent every phase of programming: you're executives at networks, stations, agencies, independent production firms, station representatives, sponsors, commercials producers, talent agencies, lawyers, film distributors, major studios, magazines and newspapers, the trade press....or you're writers, performers, designers, announcers, time salesmen or buyers.....or even just plain vice-presidents.

Remember last year's poll? You predicted the coast-to-coast cable in '51 and also the increased use of film. You liked particularly "Show of Shows," Garroway, Durante, "Studio One", "Burns & Allen", "Kate Smith","The Whiteman Revue", the Billy Rose dramatic vignettes, Arlene Francis & "The Hit Parade"....you had great expectations for Groucho, Sam Levenson, Jack Benny, Steve Allen & Hank McCune (who?)....you were overly pessimistic about a possible Berle & Godfrey slump, about the effect of the national emergency, and the rise in talent fees.

This year, there's much more to be examined. So push back your posture chairs; put your feet on the desk & take ten for reflection. Or take it home tonight. This can be fun & will most assuredly be taken seriously by our editors and by the members of the press to whom we release the results.

Category (sponsor, actor, network producer, etc.) _____

1. Is TV really a monster? Or can the time element, the pressure, the routine & the mass production be licked so that the work is enjoyable? _____

2. What method is possible for preserving outstanding work from the oblivion of the one-shot & the bottomless pit occasioned by mass scheduling (re-scheduling? Two a day? A week's run? Film?) _____

3. In viewing, what pattern do you follow (see as much as possible...catch specific shows...avoid watching (perhaps to preserve a fresh approach)? _____

4. In what ways did or did not TV programming progress during 1951? Anything worth shouting about? _____

RETURN QUESTIONAIRE by January 31 to ROSS REPORTS - 551 Fifth Avenue - NYC 17 - NY

SUBSCRIBER POLL (Continued)

5. In what fields did '51 TV excel most (sports, special events, drama, etc.)? _____

_____

6. Where did TV fall down? _____

7. What was the most significant move by a sponsor (program buy, time change, etc.)?

_____

8. In general, what do you find to be the programmers' big obstacles? _____

_____

9. Specifically, what are your biggest obstacles? _____

_____

10. From what do you get the biggest kick out of work? _____

_____

11. What "shot in the arm" could TV use most? _____

12. Actually, what is the next big program development you predict? _____

_____

13. Care to forecast an ultimate program trend (film, daytime, anything)? _____

_____

_____

14. And what of Film? (like it?..envision more of it?..future use?) _____

_____

15. Are you house hunting in L.A. or not? _____

_____

16. Where lies the future of the inde packager? (has he a future? syndication? what?)

_____

17. How feasible would an evening of the current Sunday afternoon fare be? _____

_____

18. PREDICTION: The biggest TV news of 1952? _____

19. SUGGESTION: The kind of TV reporting, analysis, trade information, etc. that is most needed as a working aid by you _____

_____

20. General comments (KFO reactions, freeze, ABC-UPT implications, cost factors, the morals problem, anything!) _____

_____

_____

Please feel free to answer only those questions which interest you. But by all means return the questionaire by January 31 to ROSS REPORTS - 551 Fifth Avenue - NYC 17, NY

NETWORK only | SHOW SELECTIONS | NETWORK only

There are a number of programs and personalities in which you - as a worker in the field - take professional pride. Comparing your selections with those of other professionals & pointing up your choices for the benefit of the viewers should prove a pleasureable task. No identification necessary except the following:

Category (as on first page - producer, etc) _____

1. Shows I make a point of seeing _____
2. Shows which have stood up best over the years _____
3. Most astute showmanship (variety or dramatic) _____
4. Shows with most pictorial impact _____
5. Shows which have most realized TV's potential _____
6. Shows which exhibit the most production craftsmanship _____
7. Most welcome newcomer during 1951 (show) _____
8. Shows with most week-to-week solid entertainment _____
9. Outstanding comic personalities _____
10. Oustanding dramatic personalities (men & Women) _____
11. Outstanding discoveries of 1951 _____
12. The most effectively mounted productions (settings) _____
13. Most memorable series or program _____
14. Most adult mystery or suspense program _____
15. Most entertaining situation comedy (live or film) _____
16. Producers especially worthy of a kudo _____
17. Best TV adaptation of a radio show _____
18. Most welcome guest panelists _____
19. Guest entertainers who scored most effectively _____
20. Best quality in TV film fare _____
21. Best sponsor identification with a show _____
22. Most effective commercials _____
23. In general, the most ambitious undertaking of 1951 _____
24. Most constructive press coverage of TV (trade & general) _____
25. OTHER COMMENTS or NOMINATIONS _____

_____

RETURN by January 31 to ROSS REPORTS - 551 Fifth Avenue - New York 17, N.Y.

VOL. 3 NO. 12

Ross Reports
ON TELEVISION
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SPECIAL REPORT for FEBRUARY

3rd ANNUAL POLL OF SUBSCRIBERS FINDS CROSS-SECTION OF TV EXECUTIVES VOTING ON MAJOR PROGRAMMING QUESTIONS

CONSENSUS: TV a hungry monster, but it can be tamed...oustanding work should be rescheduled...growing costs still the major problem - divided sponsorship & film the answer...lifting the freeze a major solution...wanted: a pure TV form...healthy dissatisfaction with programming progress in '51...TV didn't demonstrate its versatility...you can't top the impact of immediacy...can creative hopes, electronics & ratings ever be compatible?

FAVORITES: Studio One the all-around choice -- I Love Lucy -- Skelton -- See It Now Tony Miner -- Hit Parade -- Thomas Mitchell -- Celanese Theater Show Of Shows -- Arlene Francis -- "Amahl & The Night Visitor" -- Dinah Muriel Cigars -- Dragnet -- Burns & Allen -- Margaret Truman -- Today San Francisco Conference -- Crime Hearings -- Jack Gould cited!

Without question the two outstanding opinions pointed up by ROSS REPORTS' 3rd Annual Subscriber Poll are a growing allegience to FILM as a programming mainstay and an increasing reverence for the splendid role played by STUDIO ONE in the development of an adult program form. Although most film seen on TV to date has been old Hollywood product (despite press agentry claims about the number of films made & used especially for television), our cross-section of industry executives are all but unanimous about the economic and aesthetic values already demonstrated by filmed programs. Indeed, one ad agency executive went so far as to couch his prediction for 1952 in such terms as: "more and more film; less and less networks".

In the same positive manner, our subscribers leaned so far over toward STUDIO ONE & its producer, Worthington Miner, in the popularity portion of our poll that Miner's new NBC-TV employers can only blush over their good fortune. Veteran programming executives picked STUDIO ONE as: "the show I make a point of seeing..... the show that has stood up best over the years....the show demonstrating the most astute showmanship.....the show most effectively mounted"....and they designated producer Miner as"the producer especially worthy of a kudo" and frequent star, Maria Riva as "an outstanding dramatic personality" and "an outstanding discovery of 1951". In addition, the program ranked second or third in the following categories: "show with the most pictorial impact....show which most realized TV's potential....show which exhibited the most production craftsmanship....show with most week-to-week solid entertainment".

Who voted? This year, more than ever, our respondents represent the whole expanse of TV programming. Advertising Agency executives made up over a third of the total...with network officials and independent packagers each numbering about 10% of the total. The remaining votes were divided among talent agents, publicity agents and members of the press, sponsors, rating services and other service organizations, unions, film producers in that order.

Complete results on the following pages.

1. Is TV a "monster"...or can the time element, pressure, routine, etc. be licked?

This "teaser" question - designed to pique subscribers into realizing that subsequent questions would be personal & immediate as well as pertinent - drew ardent answers both pro & con: From an agency exec - "creative hopes, electronics & ratings will never be compatible". The majority, of course pointed out that experience, organization, intelligent delegation of responsibility & long-range planning as opposed to program-to-program helter skelter can all make the work enjoyable.... most colorful replies came from the affirmative, however, with the consensus running to the effect that there's an electric challenge in the hungry monster consuming all that fuel...."It'll probably be a mess until about 1960, however....I hope to live that long"; and from a director - "It probably can't be licked, but I wouldn't be doing anything else. It's a beautiful way to die."

2. How best to preserve outstanding work from oblivion?

Concern over the way that brilliant productions are dissipated into one-shot performances has long been a challenge to programmers and to creative talent. "Yes...we want oustanding work re-scheduled," cry all our respondents, whether by re-telecast, by film recordings (kine) or by filming the programs to begin with. "Film takes TV out of the skywriting class"...."It not only preserves what can be a more polished production aesthetically, but it insures residual earnings & amortization of the original production cost through re-scheduling - perhaps for lower budget advertisers in less costly time periods." And better "live" telecasts should be repeated on a 6 to 12 month basis too, or perhaps planned in cycles for scheduling in different time periods.

3. As a viewer, what pattern do you follow?

Professionals share a great many viewing habits with the general home audience. They have their favorite programs; they like their sports and they're inevitably trapped by late late movies. But for business reasons the majority try to catch all debuts & to take a second look if at all possible. They're especially interested in their competition - with regard to sponsors, time periods, program types or production credits. And most make a point of scouting specific performances or program formats. Too many don't have enough time to see any but their own shows.

4. Anything worth shouting about the progress of TV programming in '51?

As in past years, respondents showed what might be termed a "healthy dissatisfaction" with TV progress in 1951. On the positive side: certainly technical improvements in transmission can be cited & photographic techniques developed remarkably (lighting especially). More important performers appeared in several important vehicles. The quality of TV film improved greatly. Program-wise, the number and the quality of news and public service shows multiplied, while a more mature type of dramatic treatment was evidenced & some real comedy began to appear. Development of alternate week sponsorship was a boon in that it permitted costly productions.

On the debit side - protests against: "bargain basement selling of name performers..."unimaginative work except in isolated shows..."more panels and more panelists..."too many old movies..."the shallow well of material was drained even further..."still following radio patterns...etc. etc."

5. In what fields did TV excel most in '51? - Special Events coverage & Hour Dramas

6. Where did TV fall down? - Failure to deliver certain big sports events & particularly week football coverage..."beating formula shows to death"...."poor low-budget shows drove the audience back to radio"..."no fresh formats or faces to speak of"..."permitting use of the blacklist"..."didn't really demonstrate its versatility"..."but at least the neckline stopped at the navel and started up where it belongs!"

7. Most significant move by a sponsor during '51?

In general, the development of alternate week sponsorship, rotating sponsorship, participating sponsorship and co-operative sponsorship in different markets are regarded as beneficial moves. Specifically, ALCOA's purchase of the Ed Murrow See It Now program and other sponsors' purchases of news and special events shows are thought of as healthy evidences of TV's maturing. Other significant moves: Philip Morris' switch to film by replacing former programs with I Love Lucy and Racket Squad on film; the big money that Blatz & Tide were willing to spend to bring Amos 'n Andy & Red Skelton into television; Lever Brothers purchase of a morning simulcast of Arthur Godfrey...and other daytime sponsor moves; especially, Hallmark's pickup of the NBC-TV Opera - "Amahl & The Night Visitor" by Menotti....and other one-shot pickups of worthwhile programming. Again, on the debit side, several references to sponsors' submission to blacklisting via Red Channels and other sources.

8. What are the TV programmers' biggest obstacles?

Answers to this question most closely reflected the respondent's particular job, of course. However, a two-headed monster named Costs & Time Clearance most often rears its head. Economics - in varying forms - undoubtedly occupy the greatest amount of worrying time. Sponsors and agencies complain of staggering production & time costs, while creative talent cries out for "more money to work with". Inability to clear enough stations to amortize costs respectably is a hurdle which, when crossed, will provide part of the answer to the economics poser. But at present the very effort involved in getting stations to air a show is what most network and ad agency executives occupy themselves with.....that and the necessity of catering to sponsor demands for a large audience at all times...thereby preventing experimentation. Other headaches reported: lack of showcase or program and talent development time; inability to sell a fresh idea; limitations & requirements of small screen viewing; lack of directorial daring (and conversely - lack of freedom to be daring) from a programmer: having to cast "names"; from a packager: lack of a competitive selling opportunity; in general: time to work, to think, to plan...the necessity of working too fast with too small a budget.

9. From what do you get the biggest "kick" on the job?

Again reflecting the job -- seeing a flawless production...anyone's!; camera rehearsal day...any show!; building a successful show from idea to on the air performance; watching my rating climb; "a good cameraman who paints with his camera"; the excitement that is production; developing a new face into a star; selling a show the rare opportunity to be original; & from a director:"just calling the shots".

10. What "shot in the arm" could TV use most?

Lift the freeze and get more stations on the air (reaching more people & guaranteeing the attraction of more sponsors,since TV becomes a better buy at a lower cost per thousand viewers)....also: fresh material - originality; top grade Hollywood films; a pure TV form; and - whimsically: Danny Kaye; less slick-haired comics; courage!

11. Actually, what is the next big program development you predict?

Broadway-type shows on a once-a-month basis....special events in all their glory...whodunits off, documentaries up...cutbacks in hour-long shows to the half-hour length...a big job with the political coverage...a noticeable increase in film for TV usage via Spot TV purchases of time...and, following through in the film vein - a prediction that instantaneous film & sound recording on tape will make its commercial bow.....as will some form of subscribervision (which incidentally has been looked for in each of our three previous subscriber polls).

12. Concerning Ultimate Programming Trends?

"More and more film...less and less networks" said one respondent, and, if anything, the first half of the prediction might well have been the keynote of our entire poll. Although expert Hollywood-type press agentry is responsible for exalted ideas as to the extent of film production for TV currently, nevertheless, the industry's executives like it..see it as the big thing of the future, predict that syndicated film - aside from being better production-wise - provides the answer to TV's economic problem by providing a re-scheduling instrument, a method of getting into non-cable markets, and a source of residual earnings. A surprising number of Agency TV heads shared this view, with one going so far as to estimate a 60% quota for film in the future.....other forecasts: development of late evening as important program time...& conversely - cancellations by some daytime sponsors; also: cheaper shows catering to the smaller sponsor who asks only average ratings; more local originations; more on-the-spot telecasts("there's nothing to match TV's immediacy"); and, interestingly enough, from a sponsor - more sponsorship of educational entertainment.

13. Are you house hunting in Los Angeles? - No! Never! Hell, no! Or - "for personal reasons, yes; for business, no".

New York executives do not feel that it's westward, ho! for the TV industry. Although many would like L.A. as a home, the bulk of programming will remain in the east.

14. Has the independent program packager a future?

Yes, if he's financially stable...primarily in the syndication of programs to local stations, but also as a feeder to the ad agencies and networks, once the current crop of talent and formats is exhausted.

15. How feasible would an evening of Sunday afternoon-type programming be?

With overtones concerning general acceptance of educational programs in prime evening time involved, the professional opinion expressed was largely - if apologetically - negative....."not up to nighttime standards...or - not big enough to pay the freight" was the consensus. Others went so far as to term the subject matter "too dull, impractical", "couldn't hold the audience". Certain dissenters felt that it would "bag a larger audience than most people believe", but for the most part the opinion was "excellent programs, no sponsors".

16. PREDICTION - The biggest TV news of 1952!

TV elects our president! Others: cable to Mexico; "lift of the freeze - for the politicians!"; influx of name movie talent; color back to stay - to NBC?; regular telecasts of Congress; Ultra High Frequency telecasting; and - most pessimistically - "cancellation of much TV time".

MISCELLANEOUS REMARKS - - SUMMATION

Last years poll accurately predicted the filling in of gaps in the day's program schedule, called the turn on the development of news and public affairs programming, but thought that more morale-building efforts would be initiated. Miscellaneous comments of a year ago stressed the low level at which programming was pitched and decried the "increase of bunk".

This current poll brought miscellaneous comments as follows: "clean it up & keep it clean by kicking offenders off the air!"..."high costs are due to extravagance due to ignorance"...from a sponsor - "lifting the freeze will help, for the cost factor is killing off prospective clients"....& finally -"TV must become more of a service medium with less accent on escapist entertainment. We are a culture hungry, education hungry and self-improvement hungry people & television is not yet meeting those needs."

POPULARITY POLL

1. Show I Make A Point of Seeing: *STUDIO ONE....Celanese Theater, Show Of Shows
   (Others: Skelton, What's My Line, See It Now, I Love Lucy, Meet The Press, Toast of The Town, Kraft Theater, Dinah Shore, Comedy Hour)

2. Show Which Stood Up Best Over The Years: *STUDIO ONE....Kraft Theater, Kukla F&O
   (Others: Show Of Shows, Toast, Philco Playhouse, Mama, Super Circus, Milton Berle, Arthur Godfrey, Camel News, Ken Murray)

3. Most Astute Showmanship: * STUDIO ONE....Show Of Shows, Celanese Theater
   (Others: R.Montgomery Presents, Hit Parade, Toast, Waring, Berle, Godfrey)

4. Most Pictorial Impact: *SEE IT NOW....Studio One, Cameo Theater, Hit Parade
   (Others: R. Montgomery Presents, Whiteman Revue, Waring, Celanese, Danger)

5. Most Realized TV's Potential: *SEE IT NOW....Studio One, Philco Playhouse
   (Others: Crime Hearings, Cameo Theater, NBC Opera, Celanese, I Love Lucy)

6. Exhibit Most Production Craftsmanship: *HIT PARADE....Celanese Thtr, Studio One
   (Others: Show Of Shows, Philco, Dinah Shore, Schlitz Playhouse, Cameo Thtr, Montgomery Presents, Danger)

7. Most Welcome Newcomer (Program) in '51: *RED SKELTON....Celanese, I Love Lucy
   (Others: Dinah Shore, See It Now, Herb Shriner Show)

8. Most Week-to-Week Solid Entertainment: *SHOW OF SHOWS....Studio One, I Love Lucy
   (Others: Comedy Hour, Burns & Allen, Toast of Town, Kraft Theater)

9. Outstanding Comic Personality: * RED SKELTON....Durante, Martin & Lewis, Caesar
   (Others: Shriner, Lucille Ball, Imogene Coca, Groucho Marx, Jack Gleason)

10. Outstanding Dramatic Personality: *THOMAS MITCHELL....Maria Riva, Charlton Heston
    (Others: Helen Hayes, Vaughn Taylor, Alfred Drake, John Baragrey, Charles Laughton, Margaret Sullivan, John Newland, June Lockhart, Judith Evelyn, June Havoc, Ruth Chatteron....many others)

11. Outstanding Discoveries of 1951: * MARIA RIVA....Lucille Ball, Herb Shriner
    (Others: Bob & Ray, Joe E. Lewis, Jackie Gleason, Ed Murrow, Al McCleery)

12. Most Effectively Mounted Productions (Settings): * STUDIO ONE & CELANESE THTR
    (Others: Whiteman Revue, Waring, Hit Parade, Show Of Shows, Kate Smith)

13. Most Memorable Series: *CRIME HEARINGS(Kefauver)....Jap Treaty, Celanese, Mama

14. Most Memorable Program: *MENOTTI's NBC OPERA - AMAHL, Martha Raye-Ezio Pinza Show
    (Others: "Ah Wilderness, Billy Budd, Anna Christie" -- all Celanese Thtr)

15. Most Entertaining Situation Comedy: * I LOVE LUCY....Burns & Allen, Amos 'n Andy

16. Most Adult Mystery or Suspense Series: *DRAGNET....Suspense, Foreign Intrigue
    (Others: Lights Out, Danger)

17. Producers Especially Deserving A Kudo: * TONY MINER...Max Leibman, Alex Segal
(Others: Fred Coe, Albert McCleery, Burke Crotty)

18. Best TV Adaptation of a Radio Show: * BURNS & ALLEN...Dragnet, Amos 'n Andy
(Others: Red Skelton, Groucho Marx' You Bet Your Life, Hit Parade)

19. Most Welcome Guest Panelists: *ARLENE FRANCIS....no others to any degree
(Mentions: Sen. Taft, Dorothy Thompson, Hal Block, John Henry Faulk)

20. Guest Entertainers Who Scored Best: * MARGARET TRUMAN...Helen Trauble, Pinza
(Others: Joe E. Lewis, Sam Levenson, Josphine Baker, Ted Lewis, Rudy Vallee, Harpo Marx, Helen Hayes, Jackie Gleason, M Rooney)

21. Best Quality TV Film Fare: * I LOVE LUCY...Fireside Theater, Dragnet, Groucho

22. Best Sponsor Identification w/ Show: * HIT PARADE...Milton Berle, Godfrey
(Others: Kraft Thtr, Skelton, Como, Super Circus, Comedy Hour, Stu One)

23. Most Effective Commercials: * MURIEL CIGARS...Pet Milk, Colgate products
(Others: Schlitz, Arrow Shirts, Lucky Strike, Nat'l Dairy, P Morris)

24. Most Ambitious Program in 1951: * SEE IT NOW....Celanese Theater, Crime Hearings

25. Most Constructive Press Coverage of TV: *JACK GOULD-NY TIMES...J Crosby-Trib
(all tradepapers received numerous credits as did other columnists)

MISCELLANEOUS & SUMMATION

With STUDIO ONE capturing most important mentions, several other shows drew important critical acclaim in a number of categories. I LOVE LUCY was chosen the most popular situation comedy by the greatest plurality of any category, and picked up 6 other category citations besides....RED SKELTON figures in 4 categories.... while SEE IT NOW figured importantly in 5.....incidentally, altho mentioned a number of times in different categories, NBC's TODAY was not included in this poll, since it debuted in 1952.....also worth noting: a number of programs formerly identified with one sponsor (i.e. Philco Playhouse) may still be referred to in that way, altho currently sponsored by more than one firm (i.e. Philco-Goodyear Playhouse

Undoubtedly CELANESE THEATER & its producer, Burke Crotty, & director, Alex Segal, is close to being the most welcome newcomer of 1951...figuring importantly in at least 7 categories, being credited with several individual "best" performances - Mitchell, Havoc, etc - also.

YOUR SHOW OF SHOWS ranks as a topper also, with at least 5 kudoes to itself.

Of course, numerous other preferences were expressed in addition to those enumerated above, but not in enough frequency to warrant listing. We do hope that both the trend questions and the popularity poll proved professional enough for your professional thinking, and that some actual benefits may derive.

NOTE: There were actually only two repeaters at the top of a category: ARLENE FRANCIS & TONY MINER. Sad to say, little was heard for Uncles Milty & Arthur.

FEBRUARY 3-9, 1952

.OL. 3 NO. 12 SUPPLEMENT A

NEWS ED: David B. Graham
TALENT: Gordon J. Leigh
BUS.MGR: Darryl Alison King

Ross Reports

ON TELEVISION

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910
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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(3)

ABC(Ch7) - 12:15-12:30pm; DEBUT; Tootsie Hippodrome; from WJZ-TV to 10 sta plus 8 kine; Sponsor - Sweets Co of Amer(Tootsie Roll) thru Moselle & Eisen; Prod & MC - John Reed King; Dir - Jerry Franks; combination telephone quiz & variety show aimed especially at teen-agers, three of whom will be called each week, having been selected on the basis of originality of letters they write, and will have a chance to win prizes. Guests will include jugglers, acrobats & animal acts.

Mon(4)

CBS(Ch2) - 10:30-10:45am Mon thru Fri; TIME CHANGE; Bride & Groom; from WCBS-TV to 24 sta plus 6 kine; Sponsor - General Mills(M,T,W,T) thru Dancer-Fitzgerald-Sample & Knox Reeves and Hudson Pulp & Paper thru the Biow Co(Friday); Packaged by Masterson, Reddy & Nelson, the program had been seen from 2:45-3pm daily, with Hudson Paper the sole sponsor.

NBC(Ch4) - 7:15-7:30pm M,W,F; RETURN; The Goldbergs; from WNBT to the net; Sponsors - Vitamin Corp of Amer thru Duane Jones(Mon only) & Necchi Sewing Machines thru Doyle, Dane & Bernbach(Fri only); Pkgr - Ted Ashley for Gertrude Berg; Prod-Dir - Walter Hart; Script Ed - Michael Morris; Sets - Otis Riggs; Gertrude Berg continues as Molly, with other cast members including Eli Mintz, Arlene McQuade, Betty Walker, Doris Weissman and Henry Sharp. The part of "Jake" had not been cast at press time.

Fri(8)

ABC(Ch7) - 9-9:30pm; DEBUT; Rebound; TV FILM; on 5 o&o sta; Sponsor - Packard; thru Maxon; Pkgr - Bing Crosby Enterprises(LA); Prod-Dir - Bernard Girard; Exec Prod - Basil Grillo; Gen Mgr - Harve Foster; Photographer - Lucien Andriot; Film Ed - Art Seid; Sound - Charles Grubbs; first film in new dramatic series which have a novel-twist ending is "The Cheat", written by Bernard Girard. WJZ-TV; WENR-TV; WXYZ-TV; KGO-TV & KECA-TV will carry. The same sponsor has bought 15 other stations on a spot TV basis.

ENTHUSIASTIC RESPONSE TO SUBSCRIBER POLL

Once again - as in the past two years - our subscriber poll has drawn a quick and an enthusiastic response. Admittedly, however, some of our questions are pretty tough to handle (time-consuming too) and you may not have been able to "get around" to tackling them.....Our response is just shy of the hundred mark already. Won't you help us get over that hurdle to a truly representative number? Just answer as many of the enclosed questions as you care to & return the form to us by Wednesday, February 6th.

NEWLY ANNOUNCED NETWORK FUTURES

Feb 8 - Dennis Day Show - RCA Victor Revue; alt Fri 8-8:30pm NBC-TV; from KNBH(Hwood) to the net; Sponsor - RCA Victor thru J. Walter Thompson; Prod-Dir - Joseph Santley; Assoc Prod - Bill Harmon; Music Dir - Bud Dant; Writers - Parke Levy & Stanley Adams; Sets - John Arensma; Dennis Day stars in situation comedy interspersed with songs; Verna Felton, as Day's mother, and Kathy Phillips as his girl friend, will be regular members of the show that alternates weekly with the Ezio Pinza Show.

Feb 10- Here's To Your Health; NBC-TV; Produced by NBC-TV & NY County Medical Society; Prod - Craig Allen NBC; Writer - Budd Fishel; Dir - Alan Neuman (1st program); new drama-documentary series will originate in hospitals, laboratories, research centers, etc, with each program devoted to a particular disease; first program will be seen from 5:30-6pm & deals with poliomyelitis; second program is scheduled for Feb 23 & thereafter the series will be in monthly slots.

Feb 12--Is Life Worth Living?; DuM Thu 8-8:30pm; from WABD to the net; Sustaining; Bishop Fulton J. Sheen, Catholic leader, will conduct a weekly series based on problems and questions that have been put to him in the past.

SPONSOR ACTIVITY

ADMIRAL CORP thru Erwin, Wasey will sponsor the Golden Gloves Tournament Finals on March 7th on the DuMont network; program will not be seen in NY, Washington, Baltimore or Philadelphia.

P.BALLANTINE & SONS thru J. Walter Thompson have renewed their contract to sponsor the Foreign Intrigue series in 11 cities.

STASSEN FOR PRESIDENT COMMITTEE has purchased a quarter-hour on the DuMont network on Saturday, February 2, originating from NY. Harold E. Stassen will speak.

NYC LOCAL STATION ACTIVITY

WJZ-TV - Paging Park East; HIGHLIGHT Wed, Feb 6 only 11:10-11:30pm;;Park East Magazine presents special show with Maggi McNellis as MC & Gayelord Hauser as guest; Prod - Bob Wahl, Park East; Dir - Robert Massell ABC.

WPIX - Westminster Kennel Club Show; Mon & Tue Feb 11 & 12 only; National Biscuit Co thru McCann-Erickson for "Milk Bone" dog food will share sponsorship with Old Gold thru Lennen & Mitchell (regular sponsors for half of all Madison Sq Garden events telecast by WPIX); Jimmy Powers & Mrs. Sherman Hoyt will discuss the show's events.

HOLLYWOOD LOCAL STATION ACTIVITY

KTTV - Jump Jump of Holiday House; RETURN Feb 4 Mon thru Fri 6-6:15pm; Produced on film by Consolidated TV Productions; Prod Superv - Carl K. Hittleman; Dir - Arthur Hilton; Puppeteers are Bob Kelly, Reuben Medina & Richard Casey.

The Cliff Norton Show; DEBUT Jan 28 Mon 11:15-11:20pm; Sponsor - Best Foods (Nucoa Margarine) thru Benton & Bowles; Produced on film by Benton & Bowles, comedian formerly seen on Garroway at Large will be seen daily in his own show.

Bob Bennett has been named Assistant Sales Service Manager for KTTV. Just prior to his appointment, Bennett had been an independent insurance agent, and formerly was in the circulation department of the Los Angeles Mirror.

NEWS DIGEST

MULTI-MARKET TELEPULSE AVERAGES, DECEMBER 1-7, 1951

Program Type	# ¼ Hrs	Avg.Rtg.	Program Type	# ¼ Hrs	Avg.Rtg.
Daytime Varieties	99	5.6	Talent	20	15.2
Drama & Mysteries	94	16.6	Homemaking-Service	19	3.5
Comedy Variety	65	21.2	Religion	12	2.8
Quiz-Audience Partic	55	10.8	Wrestling	12	9.0
Kid Shows	54	10.7	News	10	11.8
Interviews	37	6.5	Boxing	8	23.6
Musical Variety	37	12.6	Westerns	8	16.7
Serial Stories	30	5.0	Educational	7	2.9
Football	25	21.5	Feature Films	6	10.0
Comedy Situation	22	13.1	United Nations	4	3.4
Forums,discussions	21	7.3	Film Shorts	1	2.5
			Miscellaneous	4	6.3

ADVANCE ARB RATINGS POINT UP EARLY MORNING VIEWING - Both CBS-TV and NBC-TV earned early encouragement for their early morning programming attempts last week. ARB advance ratings for January 7-10 gave Arthur Godfrey's televised 10:15-10:30am daily show an average 12.4 rating, delivering 1,245,000 homes or 2,116,500 viewers (Lever's Rinso & Pepsodent sponsor).... meanwhile, ARB pointed up an average daily rating of 5.3 (538,000 homes) for NBC's 7-9am Today, as well as a cumulative audience rating for the week of 18.0. NBC's sales promotion department estimates a cost per thousand viewers of $1.79 for advertisers using half a ten-minute segment. 30 stations currently carry the program, which is seen also for two hours(8-10am EST) in the midwest area. From a single commercial, Kiplinger's "Changing Times" drew over 20,000 pieces of mail the first week.

ABC-TV SIGNS WITH NARTB - With the signing of ABC and its five owned & operated television stations, the Nat'l Assn of Radio & TV Broadcasters' membership now includes 80 of the 108 TV stations in operation, or 74%. This figure is much higher in proportion than the approximately 58% of the nation's radio stations which are included in NARTB's membership.

FILM DIGEST

ZIV SELLS "THE UNEXPECTED" SERIES TO KECA-TV(LA) - Ziv TV has sold a package of the Jerome Lawrence-Robert E. Lee suspense films, The Unexpected to station KECA-TV for $78,000. Seventeen of the 39 half-hour films have been completed, and the contract includes an option on a second series of 39 films to be shot next year. Sobey Martin & Eddie Davis direct the series.

WILLIAM F. BROIDY PRODUCTIONS(LA) - William F. Broidy has announced a change in his 1952 TV film schedule. Production on the Consultation Room series which was to have started last week, has been indefinitely postponed, and a new series has been scheduled in its place. The series, Case History, will be based on case histories of doctors in every phase of medicine. Current Broidy schedule includes Wild Bill Hickok(purchased by Kellogg's), Trail Blazers and Hawaiian Paradise, now in the editing stage, Starr Dust and The Phantom Pirate, starring Robert Stack.

26 REPUBLIC FIRST-RUN FEATURES SOLD TO ABC-TV - Earl Collins, President of Hollywood Television Service, distribution office for Republic Pictures, has announced the sale of 26 mystery films to ABC for presentation on the network's owned TV stations. Contract gives ABC-TV exclusive rights to show the films for a period of 18 months, during which time each of the network's five owned stations may show any of the films four times during the stated period.

FILMCRAFT PRODUCTIONS(LA) - Isidore Lindenbaum, president of Filmcraft Productions, firm which has just filmed the Louella Parsons TV show pilot, is in NY for conferences on forthcoming production for TV releases on network and spot basis. While in the East, he will expand the company's sales offices. Richard Diggs of the Robert W. Orr office, produced the Parsons pilot film. Filming on The Groucho Marx Show at NBC's studios in Hollywood continues.

LINDSLEY PARSONS FORMING TV FILM FIRM(LA) - Monogram producer Lindsley Parsons has started production on 13 of the half-hour Private Detective series. Being filmed at KTTV, the series has Gloria Henry, Vince Barnett & Tristram Coffin as cast regulars. Assoc Prod - Warren Douglas; Dir - George Blair & Lew Landers alternate; Asst Dir - Reginald Bailey; Camera - Bill Sickner; Film Ed - Ace Herman; Scripts - George Bricker, Bill & Bob Raynor & Warren Douglas.

EDWARD LEWIS PRODUCTIONS SIGNS IRENE DUNNE(LA) - Irene Dunne has been signed by Edward Lewis Productions as MC-narrator for the series of films which Joan Bennett was originally scheduled to do. Films start shooting the middle of this month at the Motion Picture Center studios. It is reported that Miss Dunne will get $3,250 for each film, a total of $84,530 for the series of 26.

"DANGEROUS ASSIGNMENT" SOLD IN 23 MARKETS TO DATE - Dangerous Assignment, half-hour series financed and syndicated by NBC-TV has been booked in 23 markets. Assignment is being filmed at the Republic Studios, starring Brian Donlevy. Harold E. Knox is the producer, Bill Karn the director. Don Sharpe is the packager.

ESTE PRODUCTIONS(LA) - Arthur L. Stern & William Trinz have acquired television rights to Little Orphan Annie & Gasoline Alley for Este Productions from the Chicago Tribune-N.Y. News Syndicate. Filming of the popular comic strips is scheduled to begin July 1st, with 26 films to be made for each series.

COMMERCIALS PRODUCTION

ARCHER PROD'NS(NY) - 4 (60") completed for Chevrolet Dealers thru Campbell-Ewald for Nat'l Spot & Network Program; LA with LS.

4 (20") in preparation for Cats Paw Heels & Cats-Tex Soles thru S.A. LeVine(Baltimore) for Nat'l Spot & Network Program; FA & LS

10 (20") to be made for Champion Spark Plubs thru J. Walter Thompson for Nat'l Spot & Network Program; LA with VO.

14(60"), 5(40"), 10(20") & 1(8") in preparation for Utica Club Beer thru Harry B. Cohen; Nat'l Spot & Network Program; SA & LA with LS & VO.

SHAMUS CULHANE(NY) - 4 (60") in preparation for Vaseline Hair Tonic thru Cayton for Network Program; FA & LA with VO.

1 (60") completed for Electric Co of Amer thru N.W. Ayer for Nat'l Spot; SA with VO.

JAM HANDY(NY) - 34 (60" & 20") in preparation for GE Products thru Young & Rubicam for Local Spot & Network Program; FA & LA with DR, LS, VO & M.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY FEBRUARY 1
Not For Publication (Jerome Cowan)	DuM 8:30	Who Am I - by Harry Minsey; with Bobby Jordan, Lauren Gilbert, William Sharon, Ed Horner
We, The People	NBC 8:30	Albert Basserman, Elliot Lawrence, Shukri Mohammed el-Khatib(Arabian college student), Mickey(dog)
Special Program	ABC 9pm	The Big Hero - with Sylvia Field, Ernest Truex, Gerald Milton, Sally Moffet, Kathleen Comegys, Ann Summers; Dir: Dick Depew

****Other shows on this date were listed in last week's issue.

		SATURDAY FEBRUARY 2
Ken Murray	CBS 8pm	Ruby Keeler, Buster Keaton, Ramon Novarro, Ronald Reagan, Adolph Zukor; with film clips from first "Mickey Mouse" cartoon to "High Noon", Gary Cooper's latest
All Star Revue (Olsen & Johnson)	NBC 8pm	Chet Allen(boy soprano), Marty May, June Johnson, J.C. Olsen, Billy Kaye, Rosalie Allen, Elsa & Waldo
Faye Emerson	CBS 9pm	Salute To Washington D.C. - with Sen. Margaret Chase Smith, Drucie Snyder
Your Show Of Shows	NBC 9pm	Teresa Wright
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: Sinclair & Alda(D), Peggy Thomas(S), Larry Marvin(S); Robert's Cue: Harry Berney(D); Buyers: Paul Philippe(Celebrity Club, Providence), Ed Weinstein(Fur Fashion Inst), Robert Robinson(San Marino Hotel, Miami)
Songs For Sale (Steve Allen)	CBS 10pm	Guest Singers: Georgie Price, Margaret Whiting; Judges: Morey Amsterdam, Barry Gray, George Marek
		SUNDAY FEBRUARY 3
American Inventory	NBC 1:30	A Letter Home - a documentary film showing daily life of GI's in Europe, prepared for this program
Teatro Televisione (Italian Drama)	WOR 2pm	Le Croci - by Franco Lalli; with Mario Siletti, Mila Lanza, Gene Luotto, Angela Carabella, Rene Roberti
Hlmk TV Theater (Sarah Churchill)	NBC 3:30	Florence Nightingale - by Jean Holloway; with Miss Churchill, Alexander Clark, Isobel Elsom, Robin Craven, John O'Hare, A.J. Herbert, John Moore, Mary Barclay, Richard Fraser
CBS-TV Workshop	CBS 4pm	The Angel Was A Yankee - by Stephen Vincent Benet, adapt by Alvin Sapinsley; with John McQuade, Phil Coolidge, Henry Jones, Parker Fennelly, Fred Stewart, Lou Gilbert; Dir: Martin Magner

Meet The Press	NBC 4pm	Sen. Burnet R. Maybank(D-S.C.)
Man Of The Week	CBS 5pm	Sen. Estes Kefauver
Roy Rogers(film)	NBC 6pm	The Train Robbery - with Pat Brady, Bob Wilke, Michael Regan, Reed Howes, Charles M. Heard, William Fawcett
Mr I Magination (Paul Tripp)	CBS 6:30	Moonfleet - adapt by Rosemary Foster; with Judson Rees
Paul Whiteman	ABC 7pm	Mary Mayo, Bill Callahan
Stage Entrance (Earl Wilson)	DuM 7pm	Morey Amsterdam, Kyle MacDonnell, Irving Fields Trio
Royal Showcase	NBC 7pm	Milton Berle, Kaye Ballard, Pee Wee King
Ellery Queen (Lee Bowman)	ABC 7:30	One Week To Live - by John C. Gibbs; with Rex O'Malley, Judy Parrish, Sylvia Stone, George Lipton, Robert Bernard, Edward Packer
This Is Show Bus.	CBS 7:30	June Havoc, Martha Wright, Pat Rooney Sr, Jackie Miles
Toast Of The Town (Ed Sullivan)	CBS 8pm	The Beatrice Lillie Story - with Miss Lillie, Reginald Gardiner, Constance Carpenter, Les Compagnons de la Chansons
Colgate Comedy Hour (Donald O'Connor)	NBC 8pm	Corinne Calvet, Frank Sinatra, Kay Starr, Ben Blue (FROM HOLLYWOOD)
Arthur Murray	ABC 9pm	Jackie Gleason
Rocky King (Roscoe Karns)	DuM 9pm	Judge For Yourself - by Frank Phares; with Louise Larrabee, James Bender, Donald Foster, Rod Colbin
Goodyear Playhouse	NBC 9pm	Tour Of Duty - by David Swift; with Neva Patterson, Walter Matthau, Maxine Stuart, Louise Erickson, Norma Crane, Gerald O'Loughlin, Halliwell Hobbes, Hugh Griffith, Stanley Maxted, Jenny Egan, Edith King; Dir: Gordon Duff
Plainclothesman (Ken Lynch)	DuM 9:30	False Arrest - with Douglas Chandler, Tiger Andrews, Joanne Woodlock, Joseph Macauley, Jim Boles, Will Hussung
Celebrity Time	CBS 10pm	Guests: Lisa Kirk, Jerry Colonna; Sketch Bits: Amy Douglass, Robert Gallagher, Peggy Cass, Mimi Kelly, Roy Douglas
What's My Line	CBS 10:30	Howard Dietz subs for Bennett Cerf
Cameo Theater	NBC 10:30	Problem Child - by Joel Hamil, from his radio play presented on Radio City Playhouse in 1949; with Butch Cavell, Nelson Olmstead, Marrian Walters, Andy Duggan, Ellen Mahr, Peter Adramo, Douglas Rutherford

MONDAY FEBRUARY 4

Langford-Ameche	ABC 12N	Pat Adair(D), James Amster(decorator), Dr. Samuel Schneidman(ivory miniatures collector)
Garry Moore	CBS 1:30	George Freedley
Kate Smith	NBC 4pm	Trini Reyes, Richard Himber, Howard & Wanda Bell
Magic Cottage (Pat Meikle)	DuM 6pm	Barnaby Bobble's Bothersome Bun - with Ed Holmes & Lionel Wilson
H'wood Screen Test	ABC 7:30	Richard Carlson, guest, in The Pier - with Irene Moore & Grogory Morton
Date On Broadway (Bob Haymes)	DuM 7:30	Joan Diener; Judy Lynn subs for Sandra Deel today thru Feb 8
Press Conference	WOR 7:30	Jacob Grumet, NYC Fire Commissioner
Mr District Attorney (Jay Jostyn)	ABC 8pm	All But Two - with Ralph Bell, Leslie Woods, John Sylvester, Les Damon
Lux Theater	CBS 8pm	Kelly - by Eric Hatch; with Robert Preston, Geraldine Brooks, Horace MacMahon, Jack Warden, Marcel Hillaire
Talent Scouts (Arthur Godfrey)	CBS 8:30	Cliff Warren(baritone), Jeanette La Bianca(soprano), Jaye Brothers(S-M), Markie Dell Combo(M)
Voice Of Firestone	NBC 8:30	Bidu Sayao
Lights Out	NBC 9pm	The Chain - by James Blumgarten; with Raymond Massey, Joseph Wiseman, Jack Manning, Laurence Ryle, Gene Anton Jr, Ben Hammer, Robert Shafer, Lawrence Holmes, John Cassavetes, George Gilbreath, Chuck Quinlivan; Dir: G Lockwood
Robert Montgomery	NBC 9:30	Rise Up And Walk - by Robert Anderson, from Turnley Walker's autobiographical novel; with Lloyd Bridges, Kim Hunter, Steven Hill, Mike Kellin, Elliott Sullivan, Jane Rose, Jean Stapleton, Barbara Joyce, Helen Harrelson, Joe Sullivan, Dennis Parnell, Danny Richards Jr, Sandra Ann Wigginton, Jeanne Bolan, Joe Graham; Dir: Vincent Donehue
Studio One	CBS 10pm	A Candle For St. Jude - by Rumer Godden, adapt by Elizabeth Hart; Evocation - TV ballet by Ruthanna Boris; with Tanaquil LeClerq, Marc Platt, Lili Darvas, Betty Low, Frances Fuller, Sidney Smith, Zamah Cunningham, Elaine Fowler, Fay Sappington, Arthur Stenning, George Ives, Karl Redcoff, Carolyn George, Delia Destian, Jeanne Jones, Doreen Oswald, Jonathan Lucas, Bob Tucker; Dir: Paul Nickell
Who Said That (Net except WNBT)	NBC 10:30	Juliana Larson, Dr. Roy K. Marshall, George Allen

TUESDAY FEBRUARY 5

Langford-Ameche	ABC 12N	Kevin McCarthy, Copsy & Ayres(D), Fran Lee
Steve Allen	CBS 12:45	Buster Crabbe (FROM HOTEL ST. GEORGE SWIMMING POOL)

Kate Smith	NBC 4pm	Golden Gate Quartet, Richard Carlson, Jim & Mildred Mulcay(harmonica duo), Andre, Andree & Connie(D)
Trapped	WOR 7:30	The Killer Instinct - with Robert Fuller, Jordie McLean, James Sullivan; Writer Frank Wayne will also appear
Stork Club	CBS 7:45	Eddie Stankey, Bill Corum
Frank Sinatra	CBS 8pm	Diana Lynn, Frank Fontaine, Ann Triola(FROM HWOOD)
Texaco Star Theater (Milton Berle)	NBC 8pm	Mitzi Green, Alan Dale, The Diagores(acro)
Met Opera Auditions	ABC 8:30	Tomiko Kanazawa(lyric soprano), Jack DeLon(tenor)
Keep Posted	DuM 8:30	Sen. Richard Nixon, Francis Biddle
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Fifi Dorsay, Buck & Bubbles; Youth: Charley Ventura, The Magid Triplets
Fireside Thtr(film)	NBC 9pm	The Exile - by David Lord & Brewster Morgan; with Clancy Cooper, Ann Savage, Dabbs Greer, John Close, Richard Simmons, Rod Redwing
Suspense	CBS 9:30	Betrayal In Vienna - by Dana Lee Thomas, adapt by Halsted Wells; with Claude Dauphin, Irja Jensen, Robert H. Harris, Ernest Graves, Herbert Ratner, Lloyd Bochner
Armstrong Theater	NBC 9:30	Image - by Anne Howard Bailey; with Beatrice Straight, Tarry Green, Amy Douglas, Rosemary Prinz, Edmon Ryan
Danger	CBS 10pm	Prelude To Death - by George Marrow; with Carmen Mathews, Edward Binns, Grace Kelly, Frieda Altman, Harrison Dowd
Hands Of Destiny	DuM 10pm	My Son - by Lawrence & Virginia Dugan; with Henry Sharp, Michelett Burani, Peter Fernandez, Joe Downing, Dierdre Owens, Kort Falkenburg

WEDNESDAY FEBRUARY 6

Langford-Ameche	ABC 12N	The Triads(D), Boy Scout interviews
Steve Allen	CBS 12:45	The Three Buddies(D)
Date On Broadway	DuM 7:30	Oleg Cassini
Perry Como	CBS 7:45	Vera Lynn
Kate Smith Evening	NBC 8pm	Eddie Foy Jr, Christiani's(acro), Ethel & Albert
Famous Jury Trials	DuM 9pm	Bruno Wick, Harry Kaddison, Carl White, Harold Gary, Tommy Nello, Helen Baron, James Little
Kraft Theater	NBC 9pm	Follow The Dream - by Florence Ryerson & Alice D.G. Miller; with Vivian Ferrar, Royal Beal, Bruce Hall, Nito San Migel, Eda Heineman, Muriel Hutchison, Jack Dimond, Beverly Dennis, Shirley Standlee, Robert Paton; Dir: M Holland

WEDNESDAY FEBRUARY 6(Cont'd)

Newsstand Theater	ABC 9:30	In Hollywood - by George Bradshaw, adapt by Turner Bullock; with Gloria Stroock, Sheila Bromley, Herb Evers, Edith Gresham, Joe Draper
The Web	CBS 9:30	Witness To Murder - by Richard Stern, adapt by Kelley Roos; with Don Hanmer, Lois Wheeler, Lauren Gilbert, Marilyn Monk, John Marley, Charles Jordan, Ethel Remey, Bernard Chorash, Lester Lonergan, John Dale, Lee Sanford; Dir: L Swift
Celanese Theater	ABC 10pm	Brief Moment - by S.N. Behrman, adapt by Carolyn Francke; with Burgess Meredith, Veronica Lake, Anthony Ross, Robert Sterling, William Kemp, Helen Shields, Bert Thorn, Donald Keyes
Pantomime Quiz	NBC 10pm	Paul Kelly Nancy Kelly, Mari Blanchard, Forrest Tucker (FROM HOLLYWOOD)

THURSDAY FEBRUARY 7

Langford-Ameche	ABC 12N	Judith Evelyn, Richard Himber, Eileen & Carver(D)
Steve Allen	CBS 12:45	Polly Bergen, DeLage & Shirley(magicians)
Stork Club	CBS 7:45	Vincent Price
Star Of The Family (Peter Lind Hayes)	CBS 8pm	Jerry Colonna, The Mills Brothers (FROM HOLLYWOOD)
T-Men In Action	NBC 8:30	The Golden Map - by A.S. Ginnes; with Joshua Shelley, Leona Powers, Pat O'Malley, Norma MacKay, John Shay
Mystery Drama	NBC 9pm	A Moment Of Memory - by Roger Garis; with David Niven, Nina Foch, Harold Huber, Elizabeth Watts, Arthur Hanson, Paul Giles, Edward DeVelde, Paul Henderson, Alfred Hopson, Doreen Lang
Big Town (Pat McVey)	CBS 9:30	The Wall Flower - by Alvin Boretz & Chas Robinson; with Paul Langton, Mary James, Julian Noa, Courteen McVey
Ford Festival (James Melton)	NBC 9:30	Victor Borge subs for Melton; Raymond Massey, guest
Racket Squad(film) (Reed Hadley)	CBS 10pm	One Angle Too Many - with John McGuire, Bill Hudson, Evelyn Byrd, Freeman Lusk, Madge Meredith, Mary Castle
Author Meets Critics	DuM 10pm	What Eisenhower Thinks - by Allan Taylor; Lawrence Fertig(for); Faye Emerson(mod.); remainder not set at press time
Martin Kane (Lloyd Nolan)	NBC 10pm	Una O'Connor, Joel Ashley, Whit Bissell, Jean Carson
At Home	ABC 10:30	Kyle MacDonnell
Crime Photographer (Darin McGavin)	CBS 10:30	Key Witness - by Harry W. Junsin; with Bramwell Fletcher, Neva Patterson, Carl Don, Harry Bellaver

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[illegible]

[illegible]

FRIDAY FEBRUARY 8

Man Against Crime (Ralph Bellamy)	CBS 8:30	John Baragrey, Jeanne Sheppard, John Kane, Guy Spaull, Rita Gam, Steven Graver
Rebound(film)	ABC 9pm	The Cheat - by Bernard Girard; with Onslow Stevens, Barbara Billingsley, Phil Pine, Kenneth MacDonald, Yvonne Peattie, Rica Alaniz, Marjorie Bennett
Schlitz Playhouse	CBS 9pm	The Daughter - by William Kendall Clarke; with Geraldine Fitzgerald, Juanita Hall, Richard Purdy, Catherine Cosgriff, Katherine Meskill, Don Briggs, Chester Stratton, Jane White, Robert Middleton, Larry Oliver, Jonathan Marlowe, Shannon Dean, William Adams, Charles Lee Saari; Prod-Dir: Frank Telford
Big Story	NBC 9pm	Paul McCarthy, San Diego Daily Journal - adapt by Ernest Kinoy; with DeForest Kelly, John C. Becher, Gilbert S. Greene, Charles Mendick, Gilbert Mack, Salem Ludwig, Henry Valez, Fred Sadoff
Tales Of Tomorrow	ABC 9:30	What You Need - by Lewis Padgett, adapt by Mel Goldberg; with William Redfield, Edgar Stehli, Harry Clark, Helen Baron, Frieda Altman
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Polly Bergen, Eugene Conley
Eloise Salutes	WABD 11pm	Bob Gunderson(amateur radio operator)

TALENT LOCATOR SERVICE February 3, 1952

IN NEW YORK

TERESA CELLI Italian-American film actress now in NY - AGT: Charles Baker, Wm Morris JU 6-5100

FLORENCE CHADWICK English Channel swimmer CON: Marvin Kohn BR 9-8458

JACK GOODE comic avail TV - AGT: Al Grossman CI 5-8422

PAUL HARTMAN now in NY - CON: Ted Hartman, or AGT: MCA

HURD HATFIELD opens next week in "Venus Observed" - PRESS: Geo & Dorothy Ross BR 9-5906

SKIP HOMEIER film juve - AGT: Frances Head Gibbs Agcy PL 7-5959

RUBY KEELER now in NY for TV appearances

MARY MCCARTY booked thru William Morris JU 6-5100, MGR: Gloria Safier

RALPH MORGAN will be in NY early Mar - AGT: Wm Morris JU 6-5100

PATRICE MUNSEL - MGR: Sol Hurok PL 9-6000

MARIA NEGLIA violinist - AGT: MCA PL 9-7500

LEW PARKER comic now in NY for dramatic shows - AGT: Wm Morris

LILY PONS - AGT: Columbia Artists CI 7-6900

POLLY ROWLES of "Gertie" avail TV - AGT: Frances Head, Gibbs Agcy PL 7-5959

CORNELIA OTIS SKINNER here early Mar for 1-woman shows - PRESS: Harry Forwood PE 6-3276

MARK STEVENS avail NY TV early Mar - AGT: John Gibbs Agcy PL 7-5959

FRANCHOT TONE here for TV - MGR: Jean Dalrymple MU 8-3847

SHELLEY WINTERS now in NY - CON: Al Mendelssohn, Univ-Int PL 9-8000

FEBRUARY 10-16, 1952

VOL. 3 NO. 12 SUPPLEMENT B

NEWS ED: David B. Graham
TALENT ED: Gordon Leigh
BUS MGR: Darryl A. King

Ross Reports

ON TELEVISION

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(10)

CBS(Ch2) - 6:30-7pm; RETURN; Sam Levenson Show; from WCBS-TV to the net; Sustaining; Prod - Irving Mansfield CBS; Dir - Byron Paul CBS; Music Dir - Henry Sylvern Orch; Sam Levenson returns, telling personal stories of life as he has lived and observed it - as child, adult, parent & schoolteacher, with adults and children on the program as guests. Program has not been seen since July 7, 1951.

NBC(Ch4) - 5:30-6pm; DEBUT; Here's To Your Health; from WNBT to the net; Sustaining; Conceived & Supervised by Dr. Lester L. Coleman & produced under seal of NY County Medical Society; Prod - Craig G. Allen NBC; Dir - Alan Neuman NBC; Writer - Budd Fishel; drama-documentary series aimed at educating the public on various diseases. First program is an on-the-spot telecast on poliomyelitis from the Inst of Physical Medicine & Rehabilitation. Second program will be Sat Feb 23 7-7:30pm & monthly thereafter.

Mon(11)

CBS(Ch2) - 10:45-11:30am Mon thru Fri; DEBUT; Al Pearce Show; from KNXT(LA) to the net; Sustaining; Pkgr - James L. Saphier; Prod - Stefan Hatos; Dir - Bill Sterling KNXT; Writers - Jack Harvey, Howard Blake & Carl Gass; Comedian Al Pearce makes his television debut in a casual daytime variety show with several members of his radio troupe including Arlene Harris, monologist, pianist Edna Fisher & Yogi (Harry Stewart) Yorgenson. Other regular cast members will be songstress Jo Ann Greer, balladeer Joe Grayson and the Walter Gross instrumental trio. Jay Stewart will announce.

Tue(12)

DuM(Ch5) - 8-8:30pm; DEBUT; Is Life Worth Living?; from WABD to the net; Sustaining; Prod - Archdiocese of NY(TV Dept); Dir - Frank Bunetta DuM; Bishop Fulton J. Sheen, Catholic leader, will conduct a "spiritual workshop or clinic" based on problems & questions put to him in the past twenty years.

10:30-11pm; TIME CHANGE; What's The Story?; from WABD to the net; Sustaining; Newspaper game played by famous newspaper personalities moves to this time from 8-8:30pm same day.

Wed(13)

ABC(Ch7) - 9:30-10pm; DEBUT; Rendezvous; from WJZ-TV to the net; Sustaining; Pkgr-Prod - Jerry Layton; Dir - Seymour Robbie ABC; Ilona Massey will star in new weekly series of dramatic adventure programs, appearing as Nikki Angell, proprietor of the Club Rendezvous, a smart, sophisticated Paris night spot. - more -

THIS WEEK(Continued)

Thur(14)

NBC(Ch4) - 11-12pm; HIGHLIGHT; NBC Television Opera Theater - "The Cloak"; from WNBT to the net; Sustaining; Music & Artistic Dir & Conductor - Peter Herman Adler; Prod - Samuel Chotzinoff; Assoc Prod - Charles Polacheck; Dir - Kirk Browning; Sets - Carl Kent; Costumes - Liz Gillelan; Hans Busch will stage the opera, the first of a trilogy of operas written by Puccini for presentation in one evening. Herbert Grossman is assistant conductor and John Block assistant TV director. George Voutsas will be audio director. Elaine Malbin, Robert Weede and Davis Cunningham have leads, with Margary Mayer, Michael Pollock & Kenneth Smith also singing.

LAST WEEK'S NETWORK CHANGES

ABC-TV - This Week in Sports; DEBUT Feb 7; Thurs 10-10:15pm, Fri 11:20-11:35pm(NY); Program (on film) will be seen in Chicago over WENR-TV Thursdays 9-9:15pm CST & will go to other ABC-TV stations at a later date. Sponsor - Bristol-Myers (Vitalis & Bufferin) thru Doherty, Clifford & Shenfield; Film Prod - INS-Telenews; the program covers each week's top sports events all over the country with highlights of each.

NEWLY ANNOUNCED NETWORK FUTURES

Indef - Information Please; CBS-TV Sun 9-9:30pm; Sponsor - General Electric thru BBD&O; Pkgr-Prod - Dan Golenpaul; The radio quiz show will make its television debut as summer replacement for the Fred Waring show.

SPONSOR ACTIVITY

BORG-WARNER(Norge Refrigerators) thru J. Walter Thompson has cancelled its four remaining half-hour participations in the Kate Smith Evening Show. Norge had the 8:30 9pm segment of the show on alternate weeks.

EKCO thru Earl Ludgin(Chi) will not sponsor the Wednesday segment of The Goldbergs (NBC-TV M,W,F 7:15-7:30pm) due to NBC's inability to clear enough stations.

QUAKER OATS thru Sherman & Marquette has purchased The Range Rider from CBS TV Film Sales for an additional 26 weeks on WFBM-TV(Indianapolis) effective February 28.

RALSTON-PURINA thru Gardner Advtg has renewed sponsorship of Space Patrol on an alternate week basis effective March 9. Program is seen Sundays 6-6:30m on ABC-TV.

C.A.SWANSON & SONS(Canned & Frozen Poultry & Margarine Products) thru Tatham-Laird (Chicago) has renewed The Name's the Same effective March 5 for 52 weeks on ABC-TV (Wed 7:30-8pm).

STASSEN FOR PRESIDENT COMMITTEE has purchased a 15-minute segment on DuM, Sat, Feb 9, 11:03-11:18pm for a political address by Harold E. Stassen, Republican Presidential aspirant. Program will be seen live on 15 stations, & 5 others by kine.

NYC LOCAL STATION ACTIVITY

WABD - Son of the Eagle; DEBUT Feb 11; Mon thru Fri 5-6pm; Sustaining; Created by James L. Caddigan DuM; Dir - Al Johnston DuM; Writer - Barbara Boothe; Film Ed - Pete Sarkies; Hummingbird, a 17-year old full-blooded Tiwa Indian tells stories to children in the studio audience, incorporating a Western film, and, at the close, relates his wise father's advice, drawn from events of the particular film shown.

NYC LOCAL STATION ACTIVITY(Cont'd)

WJZ-TV - TV Mystery Movie; DEBUT Feb 9; Sat 4-5:30pm; Sponsor - Sachs Quality Stores thru William Warren, Jackson & Delaney; Presenting 26 mystery films recently purchased by ABC-TV. All Republic Pictures product, the films include "Who Killed Aunt Maggie?", "Grizzley's Millions", "The Return of Jimmy Valentine," "A Scream in the Dark," and "The Girl from Havana."

WOR-TV The Singing Kitchen; DEBUT Feb 4; Mon thru Fri 4:30-5pm; Sustaining; Pkgr-Prod - Charles King; Dir - Jerry Freedman; Johnny Thompson & Jeannie McKeon will sing while Anne Harvey, home economics lecturer at Hunter College, has budget meals cooking in the oven; program will use a Kelvinator ranch-style kitchen.

HOLLYWOOD LOCAL STATION ACTIVITY

KECA-TV - Life With Linkletter; From March 14th, the John Guedel production, currently seen alternate Fridays from 7:30-8pm, will become a weekly program. The show is produced on film.

KTTV - The Green Cathedral; DEBUT Feb 3; Sun 2-2:15pm; Sustaining; Wade Lane, radio performer known as "Strollin' Tom", will present 15 minutes of inspirational music and friendly talk each week, with a guest minister from a Southern California church also on hand.

NEWS DIGEST

NBC TELEVISION NETWORK DATA CHART, JANUARY 1, 1952 - NBC's monthly data chart indicates an increase of 600,800 TV sets in use during the month of December for a total of 15,777,000 sets installed in 64 markets. NBC's interconnected network of 52 stations had 14,931,100 sets, with the non-interconnected network of 12 stations totalling 845,900.

ABC PETITIONS FCC TO AMEND OWNERSHIP RULING(NY) - ABC, anxious to get underway with two new Ultra High Frequency stations, has petitioned the FCC to amend its Rules & Regulations which limits the number of owned & operated stations to five under one management. ABC already owns the maximum number of stations allowed under the present ruling, thus would like the limit raised to seven stations.

"SEE IT NOW" TO BE SEEN IN FRANCE - See It Now, the documentary program narrated by Edward R. Murrow (CBS-TV Sun 3:30-4pm) will become the first regularly scheduled foreign program to be carried by the French national network. Beginning in March, TV recordings of the show will be shown in France with French subtitles; in exchange, CBS will have the right to select film documents from the French television Magazine of the Air for use on See It Now.

CBS TELEVISION CITY IN HOLLYWOOD TOOOPEN OCTOBER 1 - J. L. Van Volkenburg, President of the CBS-TV Network, announced last week that Television City will begin coast-to-coast broadcasting operations on October 1. Designed by architects William L. Pereira and Charles Luckman, the new community will cover 25 acres and will include a 13-story administration building when completed. The initial plant is built around a core of four studios, each measuring 12,100 square feet, two of which will be equipped to seat audiences of 350 persons each. There will also be three rehearsal halls, each measuring 4,550 square feet.

PERSONNEL ITEMS: Worthington Miner, producer of CBS' Studio One has been signed to a long-term contract by NBC-TV, to be effective in April. Plans call for Miner to produce a major one-hour dramatic show in the fall. Ted Ashley represented the producer in his negotiations with NBC.....Donald Davis, Executive Producer of Dramatic Programs for CBS-TV, has been named to replace Miner as producer of Studio One.....Also at CBS, Larry Puck has been signed to a long-term agreement whereby he will continue as producer of Arthur Godfrey & His Friends and as co-producer of Arthur Godfrey's Talent Scouts.....Charles Friedman has been signed by CBS as a producer-director, where he will work in association with Marlo Lewis, CBS-TV Executive Producer for Variety Programs. Friedman has been connected with such shows as Eddie Cantor, Fred Allen and Abbott & Costello...

Jackie Robinson, a member of the Brooklyn Dodgers since 1947, has been signed by WNBT as Director of Community Activities. His duties will call for performing as well as supervising the station's over-all programming for youth..... Richard Pack has joined WNBT as program director. Pack has been with WNEW for the past five years, first in the publicity office and then in the programming department.....Craig Lawrence is joining WCBS-TV as General Manager, succeeding G. Richard Swift who has resigned. Lawrence has been manager of Boston radio station WCOP.

Alan Anderson has been appointed Vice-President in charge of Program Development at World Video, Inc., TV packaging house. Anderson directed the Playwrights Company production of "Barefoot in Athens" earlier this season..... Arthur Gardner, former production executive with the King Brothers, has joined Ruthrauff & Ryan as supervisor of filmed TV programs for the Hollywood office, currently filming the Big Town series.....William J. Lyons has joined GL Enterprises as Director of Sales.....Richard Carlton, Assistant Advertising Director of National Screen Service, will join Sterling Television to develop an extensive Film Library.

FILM DIGEST

FAIRBANKS, R. LAWRENCE REARRANGE EASTERN SALES & PRODUCTION SET-UP - As part of a new expansion program, Jerry Fairbanks is moving to new & larger offices at 551 Fifth Avenue, NYC. The expanded department will concentrate on sales and service for industry sponsored pictures and sales and distribution of the company's own television film properties. Robert Lawrence, who for more than four years has been Vice President & Eastern Manager of the firm, will continue to handle eastern production through a new producing company, Robert Lawrence Productions, with offices and studio facilities at 418 West 54th St.

GENE FOWLER & GENE TOWNE FORM TV FILM PRODUCTION FIRM(LA) - Fowler-Towne Enterprises will be the corporate name of the firm formed last week by writers Gene Fowler and Gene Towne. Both of the partners have backlogs of their own material, and have been collecting new properties as well. Tay Garnett, top motion picture director, is slated to direct several films for the new company.

MCA ANNOUNCES JOAN CRAWFORD'S AVAILABILITY(LA) - MCA is offering Joan Crawford to the television networks for $200,000 per year for five years. Miss Crawford would contract to do 26 half-hour films annually, retaining 50% ownership of the filmed properties. All networks are reported interested, but are balking at the steep terms.

FILM DIGEST(Cont'd)

KLAC-TV ACQUIRES 30 FILMS FROM MOTION PICTURES FOR TV - Rossellini's "Paisan" and "Open City" are among the 30 feature films acquired by Hollywood station KLAC-TV last week from Motion Pictures for Television. Also in the package are "Battle of the Rails," "The Quiet One," and "Forgotten Village".

ALEXANDER PRODUCTIONS ACQUIRE BRITISH FILMS - M & A Alexander Productions have acquired 14 new features from British National Films which will be released shortly for TV sale. Deborah Kerr, Robert Morley, Emlyn Williams, Constance Cummings, Francis L. Sullivan and David Farrar are some of the stars whose films are included. Pictures include "Strawberry Roan," "Love on the Dole," "Old Soldiers Never Die" and "Ghost of Berkeley Square" among others.

ASSOCIATED PROGRAM SERVICE TO DISTRIBUTE BRITANNICA FILMS(NY) - Encyclopedia Britannica Films is entering the TV field with a backlog of over 500 educational films. Associated Program Service (a subsidiary of the Muzak Corp) is set to distribute the product. Approximately 40 films are made each year, and are especially adaptable for television usage since they were originally made for small classroom screens.

"RANGE RIDER" & "GENE AUTRY" SOLD IN MORE MARKETS - CBS has announced the sale of Range Rider to Pepsi-Cola Bottlers for showing on WEWS(Cleveland) bringing the total number of markets to 26. The Gene Autry Show reaches a total of 44 markets with its sale to the Canada Dry Bottling Co for WTAR-TV(Norfolk).

COMMERCIALS PRODUCTION

AMER FILM PROD(NY) - 1 (90") completed for Dodge thru Ruthrauff & Ryan for Network Program; LA with VO.

17 (60") & 7 (20") completed for Army & Air Force thru Grant Advertising for Nat'l Spot; LA with VO.

HARTLEY PRODUCTIONS 4 (30") & 4 (20") completed for General Foods(Minute Rice) thru Young & Rubicam for Local Spot & Network Program; LA with VO.

1 (60") completed for Manhattan Soap (SweetHeart) thru Scheidel-ler, Beck & Werner for Network Program; LA with LS.

1 (60") & 1 (20") completed for General Foods (Post Cereal) thru Foote, Cone & Belding for Net Program; LA with LS & VO.

SARRA, INC. - 12 (20") & 1 (60") completed for Hudson Motors (Hornet & Wasp) thru Brooke, Smith, French & Dorrance for Nat'l Spot; LA with VO. 6 (60") completed - FA with VO.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

PROGRAM	NET TIME	GUESTS
	(S - Singer; D - Dancer; C - Comic; M - Musician)	
		FRIDAY FEBRUARY 8
Twenty Questions (Bill Slater)	DuM 8pm	John Loder
Not For Publication (Jerome Cowan)	DuM 8:30	Room 407 - by Lloyd Norris; with Bruce Gordon, Silvio & Esther Minciotti, Virginia Low, Casey Walters, Hollis Irving
We, The People	NBC 8:30	Gene Lockhart, Herbert A. Philbrick(FBI Agt)

****Other shows on this date were listed in last week's issue.

		SATURDAY FEBRUARY 9
Betty Crocker	ABC 12N	Celeste Holm
Ken Murray	CBS 8pm	Fayne & Foster, Bobby Hookey, Lad Lyon, Peg Leg Bates Linda Lombard, Billy Barton; Ray Middleton & Bethel Leslie in Ann Rutledge - sketch by Ben Brady
All Star Revue (Danny Thomas)	NBC 8pm	William Bendix, Fran Warren, Jean Holloway; (FROM HOLLYWOOD)
Faye Emerson	CBS 9pm	Salute To St. Valentine's Day - with Tommy Rall and others
Your Show Of Shows (Sid Caesar)	NBC 9pm	June Lockhart, MC; Robert Merrill
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: Betty Brewer(S), Bobby Ephram(D), Julio Corday & Florence(D); Robert's Cue: David Daniels(S) Buyers: Earl Wilson(Stage Entrance TV show), Nat Kinsbrunner (Concord Hotel, NY), Harold Koplar(Chase Room, St. Louis)
Songs For Sale (Steve Allen)	CBS 10pm	Guest Singers: Peggy Lee, Johnny Desmond; Judges: Lester Sims, Morey Amsterdam, Barry Gray
		SUNDAY FEBRUARY 10
American Inventory	NBC 1:30	Postmark USA - documentary film on the defense effort at home; Ray Morgan, narrator
Teatro Televisione	WOR 2pm	Una Spose Per Un Violini - by Enrico Bruni, from Francois Coppee's "The Hunchback Of Cremona"; with Gigi Badolati, Enriquetta Maiori, Gian Strace, Toto Cecchini
Hlmk Hall Of Fame (Sarah Churchill)	NBC 3:30	Woman With A Sword - by Hollister Noble; with Jayne Meadows, Douglas Montgomery, Frank Daly, Howard Weirum, Rusty Lane, Richard Shankland, Casey Walters, Sandy Kenyon
CBS-TV Workshop	CBS 4pm	Tom Sawyer: The Glorious Whitewasher - adapt by Alvin Sapinsley; with Ken Walkin, Helen Carew, Bobby Nick, Philip Hepburn, Chris Barberry, Philip Rodde, Tom Glazer (balladeer); Dir: Franklin Heller

Meet The Press	NBC 4pm	John Foster Dulles
Man Of The Week	CBS 5pm	Sen. Hubert H. Humphrey
Roy Rogers(film)	NBC 6pm	Go For Your Gun - by Dwight Cummins; with Alfalfa Switzer, James Diehl, Bob Wilke, Michael Ragan, George Lewis, William Fawcett, Reed Howes
Mr I Magination (Paul Tripp)	CBS 6pm	The Prince And The Pauper - adapt by Rosemary Foster; with Richard Trask
Sam Levenson	CBS 6:30	Jackie Gleason and his two daughters
Paul Whiteman	ABC 7pm	Mimi Benzell
Stage Entrance (Earl Wilson)	DuM 7pm	Judy Lynn, Carl Ravazza, Morey Amsterdam
Royal Showcase (George Abbott)	NBC 7pm	Fred Allen, Perry Como, Minerva Pious, Kenny Delmar, Peter Donald, Parker Fennelly
Ellery Queen (Lee Bowman)	ABC 7:30	The Red Hook Murder - by Richard Ellington; with Hildy Parks, Rex Williams, Russell Collins
This Is Show Bus.	CBS 7:30	Betty Furness, Mel Torme, Elaine Dunn(D), Jimmy Nelson(ventriloquist)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Audrey Hepburn, Les Main D'Yves Joly(hand ballet), Roberta Peters, Pinky Lee, Steve Evans(C), Evelyn Chandler(skate)
Colgate Comedy Hour (Martin & Lewis)	NBC 8pm	Jill Jarmon(S), Ray Malone, Danny Arnold, Marilyn & Rosalyn Borden
Arthur Murray	ABC 9pm	Bill Callahan, Kitty Kallen; Franchot Tone & Barbara Payton in Wait For Me - by Elaine Sterne Carrington
Rocky King (Roscoe Karns)	DuM 9pm	Corner On Murder - by Sheldon Stark; with Virginia Dwyer, Jean O'Donnell, Fred Meyer, William Turner, John Armstrong
Philco Playhouse	NBC 9pm	Rich Boy - by F. Scott Fitzgerald, adapt by Walter Bernstein; with Gene Lyons, Grace Kelly, Phyllis Kirk, Robert Pastene, Geoffrey Lumb, Kathleen Comegys, Mary Jackson, David White, Elinor Randel, Tom Pedi, Robert McQueeney, Lowell Thayer, Peter Hagerty; Dir: Delbert Mann
Plainclothesman (Ken Lynch)	DuM 9:30	Hot Cars - with Steve Gethers, Bill Zuckert, Maurice Shrog, Ellen Parker, Michael King, Joyce Randolph, Douglas Chandler
Celebrity Time	CBS 10pm	Guests: Florence Chadwick, Paul Hartman; Sketch Bits: Ken McEwen, Leslie Litomy, Ernest Sarracino, Douglas Jay, Virginia Manning, Royce Kane, Marilyn Sable, Annelle Tice
Cameo Theater	NBC 10:30	The Man Who Played Lincoln - by Harold Callen; with Edward Binns, David Orrick, Rosamund Vance, Walter Woolfe King, Harry Mehaffey, Joanna Douglas, Stefan Olsen

MONDAY FEBRUARY 11

Kate Smith	NBC 4pm	Johnny Mack(D), The 3 Suns, Fritzi Scheff
Magic Cottage (Pat Meikle)	DuM 6pm	A Valentine For Wild Bill Hiccup - with Richard Camp & Stuart Bradley
H'wood Screen Test	ABC 7:30	Arlene Francis, guest, in Accident - with Rosemary Pettit & Joe Sullivan
Date On Broadway (Bob Haymes)	DuM 7:30	Gene Krupa, Anita O'Day
Press Conference	WOR 7:30	Lazarus Joseph
Amazing Mr Malone (Lee Tracy)	ABC 8pm	The Target - by Alvin Boretz; with Mercer McLeod, Edward Peck, John Boruff, Mary Farrell, Carol Teitel
Lux Theater	CBS 8pm	The Game Of Chess - by Kenneth Sawyer Goodman; with Vincent Price, Hugh Griffith, Will Kuluva, Marden Bate
Talent Scouts	CBS 8:30	Joe E. Brown subs for Godfrey today thru March 3
Voice Of Firestone	NBC 8:30	Ferrucio Tagliavini
Lights Out	NBC 9pm	Cries The String - by Ruth & Gregory Morton; with Signe Hasso, Gregory Morton, Dan Morgan, Paul Andor, Herbert Ratner; Dir: Clay Yurdin
Robert Montgomery	NBC 9:30	The Moonstone - by Wilkie Collins, adapt by Peter Barry; with Richard Greene, Stella Andrew, Noel Leslie, Leslie Barrie, Alexander Clark, Jennifer Raine, Frances Bethancourt, Cherry Hardy, Oswald Marshall, Frank deSilva, Rudulph Justice Watson, Brace Conning; Dir: Norman Felton
Studio One	CBS 10pm	Pagoda - by James Atlee Phillips, adapt by Joseph Liss; with Sono Osato, John Forsythe, Herbert Rudley, Cyril Ritchard, Kaie Deei, Russell Hardie, Dehl Berti, Tommy Nello, Kurt Katch, Richard Loo, Jay Barney, Robert Keith Jr, Francisco Salvacion; Dir: Franklin Schaffner
Who Said That (Net except WNBT)	NBC 10:30	Edith Fellows, Morgan Beatty, Morey Amsterdam

TUESDAY FEBRUARY 12

Steve Allen	CBS 12:45	Bob Howard(S), Marion Colby(S)
Garry Moore	CBS 1:30	Albenice(magician), Dick Hyman(author)
Kate Smith	NBC 4pm	Jessie, James & Carnell(D), Howard & Shelton(C), The Harmonicats
Howdy Doody (Bob Smith)	NBC 5:30	1,000th Telecast Anniversary - with Paul Winchell & Jerry Mahoney(CENTER THEATER, NY); Milton Berle (STUDIO 6B, NY); Kukla, Fran & Ollie(FROM CHICAGO); Jack Carson & Ed Wynn(FROM HOLLYWOOD)
Date On Broadway	DuM 7:30	Larry Douglas

TUESDAY FEBRUARY 12(Cont'd)

Trapped	WOR 7:30	The Drifter - with Julie Bennett, Wendell Phillips, Oliver Cliff, Michael Donahue
Stork Club	CBS 7:45	Adm. William Blandy, Bill Talbert
Frank Sinatra	CBS 8pm	Buster Keaton, Zsa Zsa Gabor, Delta Rhythm Boys, June Hutton (FROM HOLLYWOOD)
Texaco Star Theater (Milton Berle)	NBC 8pm	Rubinoff, The Ames Brothers
Met Opera Auditions	ABC 8:30	Christina Palmer(soprano), Jack DeLon(tenor)
Keep Posted	DuM 8:30	Sen. Robert S. Kerr, Rep. Clarence J. Brown
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Morey Amsterdam, Calgary Brothers; Youth: Bobby Breen, Nadja Witskowska(soprano)
Fireside Thtr(film)	NBC 9pm	The Old Talbot - by Ann Morrison Chapin; with Alf Kjellin, Gloria Henry, Charleene Hardy, Anna Q. Nilssen, David Bond, Lisa Golm, Steven Clark, Lynn Stallmaster, Gertrude Grainer
Suspense	CBS 9:30	North Of Shanghai - by Victor Wolfson; with Thomas Mitchell, Dorothy Peterson, Robert H. Harris, Eileen Nakamura, George K. Leung, Shizu Mariya, J. Y. Yen
Armstrong Theater	NBC 9:30	Ten Yards Of Poetry - by Konrad Bercovici; with Wolfe Barzell, Michael Gorrin, Jean Howell, Paul Stevens, Frances Weintraub, Blanche Lytell, Sonia Zomia
Danger	CBS 10pm	Hands Of The Enemy - by Paul Bauman, based on a story by C.C. Dobie; with Richard Kiley, Howard Smith, Wright King, Paul Ford, Truman Smith
Hands Of Destiny	DuM 10pm	The Fly - by Eric James Martin; with Ruth White, Gerald Savory, Frances Helm, Don Shelton, Elaine Ellis, Tom Palmer, Gene Leonard, Peg Hillias

WEDNESDAY FEBRUARY 13

Steve Allen	CBS 12:45	The Carnevales(novelty act)
Garry Moore	CBS 1:30	Wally Cox
Kate Smith	NBC 4pm	Joe Howard, Frankie Yankovic & Polka Orch, Hoctor & Byrd(D), Gov. Earl Warren
Date On Broadway	DuM 7:30	Nina Foch
Kate Smith Evening	NBC 8pm	Jan Murray, Johnny Conrad & The Girls(D), Ethel & Albert; Akim Tamiroff in sketch by Arch Oboler
Famous Jury Trials	DuM 9pm	David Orrick, Riza Royce, Denise Alexander, James Little, Richard Shankland, Patricia Jones, Ralph Camargo, Alan Lee

WEDNESDAY FEBRUARY 13(Cont'd)

Kraft Theater	NBC 9pm	The Skin Game - by John Galsworthy, adapt by R. Howard Lindsay; with Tom Helmore, Frederic Tozere, Rita Vale, June Peel, Stuart MacIntosh, Mary-Linn Beller, Gage Clark, Richard Newton, Eva Condon, Harry Sheppard, Graham Velsey, Basil Howes; Dir: Stanley Quinn
Rendezvous (Ilona Massey)	ABC 9:30	Story by Joe Graham, adapt by Gail & Harry Ingram; with Jacques Aubuchon, Boris Marshalov, Alan Napier, David McKay, Philip Truex, Luis Van Rooten, Carl White
The Web	CBS 9:30	The Brass Ring - by A.J. Russell; with Judy Parrish, Peter Hobbs, Perry Wilson, Edgar Stehli, Joseph Hardy, James Cootes; Dir: Herbert Hirschman
Pulitzer Playhouse	ABC 10pm	Hill 346 - a documentary program based on the Korean dispatches of Marguerite Higgins; Writer: Norman Lessing; Technical Advisor: Al Ganaway; Film Editor: Ellis Marcuse; Sets: Bob Bright; with Philip Bourneuf, Philip Coolidge, Vaughn Taylor, Michael Higgins, Jason Johnson, Lee Krieger, Michael Dreyfuss, Bill Darrid; Narrator: Marguerite Higgins; Dir: Eddie Nugent
TV Recital Hall	NBC 10:30	Raya Garbousova(cellist), Brooks Smith(accompanist)

THURSDAY FEBRUARY 14

Steve Allen	CBS 12:45	Fontane Sisters
Garry Moore	CBS 1:30	Billy Gilbert
Kate Smith	NBC 4pm	Johnny Conrad & The Girls(D), Irving Barnes(S)
Date On Broadway	DuM 7:30	Vera Zorina
T-Men In Action	NBC 8:30	The Dancing Bear - by A.S. Ginnes; with Whit Bissell, Oliver Thorndike, Maurine Holbert, Stefan Schnabel, Jason Robards Jr.
Big Town (Pat McVey)	CBS 9:30	The Laundress - by Joseph Ruscoll & Charles Robinson; with June Walker, Steve Parker, William A. Lee, Lewis Charles, Julian Noa, Phil Dixon
Ford Festival (James Melton)	NBC 9:30	Victor Borge subs for Melton; Lawrence Tibbett, guest
Racket Squad(film) (Reed Hadley)	CBS 10pm	Fair Exchange - with Paul Maxey, Johnny Downs, Hillary Brooke, Anthony Hughes, Herb Vigran
Author Meets Critics	DuM 10pm	A Better Deal For The American People - by Harold Stassen; Leo Cherne(against), Bernard M. Shanley(for)
Martin Kane (Lloyd Nolan)	NBC 10pm	Don Hanmer, Olive Deering, Robert Emhardt, Harriet MacGibbon
At Home	ABC 10:30	Virginia Haskins
Crime Photographer (Darin McGavin)	CBS 10:30	A Tax On Decency - by Ben Radin; with Henry Jones, Constance Dowling, Nancy Franklin, Alan Shayne, Gene Reynolds

FRIDAY FEBRUARY 15

Garry Moore	CBS 1:30	Yonely(pantomimist)
Kate Smith	NBC 4pm	Robert Sterling, John Brownlee, Gen. William (Wild Bill) Donovan, Evalyn Tyner
Perry Como	CBS 7:45	Betty Clooney(S)
RCA Victor Show (Ezio Pinza)	NBC 8pm	Patrice Munsel
Man Against Crime (Ralph Bellamy)	CBS 8:30	Wesley Addy, Zolya Talma, Sally Moffet, Barbara Pond, Elinor Randel, Albert Patterson
Not For Publication	DuM 8:30	Morey Amsterdam makes his dramatic debut
Schlitz Playhouse	CBS 9pm	Fifty Grand - by Ernest Hemingway, adapt by Arnold Kenny; with Dane Clark, Nancy Devlin, John Marriot, Harry Bellaver, Pat O,Malley, Bill Gray, Ruth Ford, Harrison Dowd, Anthony Ross, John Becher, Sam Banham, Ben Gazzara, Bill Nemo; Professionals playing themselves: Ray Miller(referee), Lou Effrat(NY Times), Milton Richman(UP), Frank Eck & Murray Rose(AP); Prod-Dir: William Brown
Big Story	NBC 9pm	Maurice Dean, Richmond Times Dispatch - adapt by Alan Chase; with Walter Brooke, Ralph Stantley, Merle Albertson, Jay Barney, Fredric Martin, John Marley, Jack Delmonte
Tales Of Tomorrow	ABC 9:30	Age Of Peril - by Frederick Brown; with Dennis Harrison, Phyllis Kirk, John McGovern, Don Briggs, Maurice Burke, Skedge Miller
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Donald Richards, Lois Hunt
Eloise Salutes	WABD 11pm	Sheila Bailey(newspaperwoman)

TALENT LOCATOR SERVICE

February 10, 1952

TEX BENEKE - AGT: MCA PL 9-7500

YUL BRYNNER - AGT: William Liebling VA 6-3714

DENISE DARCEL current Paramount Thtr - MGR: Marcel Ventura

IRVING FIELDS TRIO - AGT: Baum-Newborn BR 9-6377

PHIL FOSTER - AGT: Tony Ford, MCA PL 9-7500

BETTY GARRETT - AGT: William Morris JU 6-5100

GLADYS GEORGE on coast, avail NY TV - AGT: Baum-Newborn BR 9-6377

PAULETTE GODDARD - AGT: William Morris

HELEN GAHAGAN DOUGLAS - AGT: Wm Morris

COLEEN GRAY here for Theater Guild bdcst - AGT: Eddie Blum, Wm Morris

PETER LIND HAYES & MARY HEALY return from coast movie-making mid-Apr

ROSALIND IVAN film-legit character actress AGT: Baum-Newborn BR 9-6377

ANNE JEFFREYS arrives NY early Mar for "3 Wishes For Jamies" premiere

GLYNIS JOHNS - AGT: Eddie Blum, Wm Morris

JOHNNY JOHNSTON current Roxy - MGR: Al Thall

JEANNETTE MACDONALD & GENE RAYMOND - AGT: William Morris JU 6-5100

JOHNNIE RAY - AGT: General Artists CI 7-7550

FRANCHOT TONE - MGR: Jean Dalrymple

FEBRUARY 17-23, 1952

VOL. 3 NO. 12 SUPPLEMENT C

(With Special Report on Subscriber Poll)

NEWS ED: David B. Graham
TALENT ED: Gordon Leigh
BUS.MGR: Darryl A. King

Ross Reports ON TELEVISION

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Mon(18)

ABC(Ch7) - 11:30am-12noon Mon thru Fri; DEBUT; Paul Dixon Show; from WCPO-TV (Cincinnati) to the net; Producer-Writer - Dick Perry WCPO; Production Director - Len Goorian; Dir - Lee Hornback; With Paul Dixon and a cast including Wanda Lewis, artist; Dottie Mack and Len Goorian, pantomiming records, etc., new daytime show replaces the Dennis James Show in this time spot. Sustaining.

NBC(Ch4) - 9-9:30pm; HIGHLIGHT: Lights Out - "The Eyes from San Francisco"; from WNBT to 32 sta plus 10 kine; Sponsor - Admiral thru Erwin, Wasey; Producer - Herbert B. Swope, Jr.; Dir - Grey Lockwood; As part of the 'Frontal Lobe' operation decreed by Sylvester Weaver, whereby each dramatic program is required to do a public service and/or educational program, Herb Swope has chosen a story about the work of the Eye Bank by Harry Muheim to familiarize the general public with its all-important work.

NEWLY ANNOUNCED NETWORK FUTURES

Feb 25 - Winner Take All; NBC-TV Mon thru Fri 10:30-11am; from WNBT to the net; Sustaining; Pkgr - Goodson-Todman; Prod - Peter Arnel NBC; Dir - Frank Jacoby NBC; Bill Cullen will be MC of audience-participation program played by two contestants at a time, the winner remaining in continuous competition until eliminated by a "challenger" or until he retires.

It's A Problem; NBC-TV Mon thru Fri 12:30-1pm; from WNBT to the net; Sustaining; Prod - Phyllis Adams NBC; Dir - Howard Davis NBC; Ben Grauer is moderator and Fannie Hurst & Helen Parkhurst will be permanent panelists on this program dealing with sociological problems; Show has been seen on WNBT(NY) locally Tue thru Fri from 10:30-11am; Topics for discussion are selected from letters of viewers, and guest panelists include top educational and psychological authorities.

SPONSOR ACTIVITY

COLUMBIA RECORDS thru McCann-Erickson will pick up sponsorship of the Tue & Thu segments of Douglas Edwards & the News(CBS 7:30-7:45pm) on Feb 26. Oldsmobile will retain the Mon, Wed & Fri segments.

FLORIDA CITRUS COMMISSION thru J. Walter Thompson has purchased a 5-minute five-time a-week segment of Today (NBC 7-9am) from Feb 11; other network sponsors are Kenwill Corp thru W.Earl Bothwell(Wed 8:20-8:25am); Kiplinger thru Albert Frank Guenther Law Excello(Purepak) thru Fred M. Randall(Mon 8:20-8:25am) & Anahist thru BBD&O for a 5-minute segment on Friday.

SPONSOR ACTIVITY(Cont'd)

ADMIRAL thru Erwin, Wasey has purchased exclusive rights to the Golden Gloves Boxing Tournament on the DuMont network; Fri, March 7 will see the finals telecast from Chicago. Sponsor has been reported dropping Lights Out(NBC Mon 9-9:30pm) after the current cycle which ends late in March.

SLOAN FOUNDATION has extended for an additional 39 weeks the American Inventory series (NBC-TV Sun 1:30-2pm).

PROCTER & GAMBLE thru Compton will sponsor the Tuesday & Thursday telecasts of the daily serial The Egg & I (CBS-TV 12n-12:15pm) from February 26.

NYC LOCAL STATION ACTIVITY

WABD - Polo Matches; Sat Feb 16 8-10pm; First of weekly series of polo coverage with Arthur Little as sportscaster will cover a double-header at the Squadron A Armory in NYC.

Careers Unlimited; NEW TIME Feb 18; The Army recruiting public service show, formerly seen Tuesdays 10:30-11pm, moves to this new day & time, Mon 9-9:30pm.

WOR-TV-Film Schedule; DEBUT Feb 16 & 17; Sagebrush Cinema will be seen Saturdays from 3-4pm; First Run Theatre will be seen Saturdays from 4-5pm; The Twilight Show will be seen Sundays from 4:30-6pm.

HOLLYWOOD LOCAL STATION ACTIVITY

KECA-TV - The Big Picture; DEBUT Feb 18; Mon 9-9:30pm; New film series produced by the Army Signal Corps tracing the course of events in the Korean campaign will be shown for 13 weeks.

Rendezvous; DEBUT Feb 27; Wed 8-8:30pm; Sustaining; Prod - Jerry Layton; new dramatic adventure series starring Ilona Massey as proprietor of a Paris night club, will be shown weekly in this time.

KTTV - Murder on Wheels; DEBUT Feb 17; Sun 9-11pm; Prod - Dick Wendelken for Jack Rourke Productions; Dir - Forrester Mashbir KTTV; Roller Hockey games will be televised weekly from the Redondo Beach Skateland Arena.

COMMERCIALS PRODUCTION

AMER FILM PROD(NY) - 3 (20") completed for Lipton's Frostee Ice Cream Mix thru Ruthrauff & Ryan for Network Program; SA & LA with VO; using dancing dolls.

1 (60") completed for Howard Clothes thru Peck Advtg for Local Spot; FA with VO.

SHAMUS CULHANE(NY) - 3 (60") being completed for Lilt(P&G) thru Biow for Nat'l Spot; FA & LA with LS.

4 (10") completed for White Rose Tea & Coffee thru J.D.Tarcher for Local Spot; 3 FA & 1 LA with VO.

SARRA, INC. - 2 (60") completed for Seidlitz Paint thru Carter Advtg (Kansas City, Mo) for Local Spot; SA with VO. 2 (20") in the works.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

RTMA FORECASTS 22 NEW STATIONS THIS YEAR - The Radio-Television Mfgs Assn Committee headed by William H. Chaffee, vice-president of Philco, last week in Washington forecast that there would be approximately 22 new television outlets on the air this year. A study by the committee found that 28 transmitters have already been delivered to prospective telecasters, and that materials are assured for 154 in production, in addition to 20 transmitters already on hand in various factories. It was also predicted that the new stations would be on a VHF band, with no UHF stations going on the air before next year.

NPA RECONSIDERING COLOR BAN - In a closed meeting held last week in Washington, the National Production Authority took under consideration a proposal to revoke its order prohibiting the manufacture of color TV for the duration of the Korean crisis. Those opposing the revocation of the order feel that highly-skilled technicians now doing defense work might be diverted to production of color equipment. At the same time the NPA meeting was taking place, Paul Raibourn, president of Paramount TV Productions, in testifying before the FCC on the UPT-ABC merger, stated that "the next big upsurge in television will be color."

DUMONT WANTS FCC TO ALLOW 8 STATIONS UNDER SINGLE OWNERSHIP - DuMont filed a petition with the FCC this week urging that the multiple ownership rule be amended to provide for a total of eight TV stations to be owned by a single management. Last week ABC peititioned to change the number to seven from the present five. In its petition, DuMont stated that a higher limit than five stations is necessary in order to spread the burden of telephone cable costs and to permit control of adequate organization facilities in the different regions. Col. W. A. Roberts, DuMont's attorney in Washington, said that eight would be the minimum needed to accomplish this, but felt that no more should be allowed for monopoly reasons.

TRENDEX RATINGS FOR FEBRUARY - Top ten ratings for sponsored network programs based on the one live broadcast during the week February 1-7 according to Trendex is as follows:

Talent Scouts	44.9	Your Show of Shows	35.5
I Love Lucy	43.3	Fireside Theater	34.7
Star Thtr(Berle)	40.4	Man Against Crime	33.7
Red Skelton	38.6	You Bet Your Life	32.9
Godfrey's Friends	38.1	Robert Montgomery	31.9

NARTB APPROVES CODE BUDGET - The TV board of the Nat'l Assn of Radio & TV Broadcasters at a meeting in Texas last week, provided a budget of $40,000 for the administration of the new television code for its first year, which starts March 1st. Each subscribing TV station will be assessed $520 a year if it is a member of NARTB - of that amount $250 will go toward annual dues, with the remaining $270 to be used for the code administration.

ARB & TELE-Q MERGE ON WEST COAST - The American Research Bureau & Tele-Que, two of three audience research services using the diary technique, have merged their West Coast television reports effective February 1. ARB will do the field work for the Los Angeles & San Francisco reports, while Tele-Que will handle the distribution of all West Coast studies by ARB.

PERSONNEL ITEMS: - Mort Weinbach has been named national director of television operations for ABC, in which post he will report directly to Harold L. Morgan, Jr., vice-president of the ABC television program department. Weinbach has been with ABC for the past year, previously having been a member of MCA's legal staff and CBS's talent department.....Mike Dann, NBC-TV coordinator of program package sales, has been named to the post of supervisor of special broadcasts in which he'll devote full time to developing special shows for cultural programming.....Bob Hennig, ABC-TV production manager, has been signed by NBC-TV as manager of TV network building and studio operations, working under Gen. Lyman Munson, director of TV operations for the network. Hennig had been at ABC for eight years and was business manager for ABC-TV, recently succeeding Charles Holden as production manager.....George Ellis, formerly gen'l sales mgr for Ziv & earlier with Bigelow-Sanford, has been named to head Jerry Fairbanks new NYC office.

FILM DIGEST

SAG REACHES AGREEMENT WITH INDEPENDENT PRODUCERS - The Screen Actors Guild announced that it has reached an agreement with the Independent Motion Picture Producers Assn providing for terms for additional payment to actors in casts of theatrical pictures later shown on television. The agreement reached provides for each actor to receive an additional 12½ percent of his total original theatrical film salary if the film is sold for less than $20,000; if the producer should receive $20,000 or more for the film, the actor would then receive 15% of his original salary.

"AMOS 'N' ANDY" ACTORS VOTE FOR SAG AS BARGAINING AGENT - By a vote of 32 to 16, the Screen Actors Guild won out over Television Authority as bargaining agent for the actors in the Amos 'n' Andy film series. George Yager, field examiner for the LA office of the NLRB, conducted the election. As a result, SAG will represent actors in all films made by CBS Television, and is official bargaining agent and representative of all actors in 99 percent of all films made for exhibition purposes throughout the United States.

PALMER SUES SNADER ON "DICK TRACY" FILMS - P. K. Palmer, exclusive producer of the Dick Tracy series under terms of his contract with the Chicago Tribune - NY News Syndicate, has filed suit for breach of contract against Snader Telescriptions, and has asked for an accounting of monies received on the series filmed by Snader. He also petitioned the court to enjoin Snader from further production of the films, and to appoint a receiver, claiming he hasn't received any money from Snader in over five months.

BALABAN SAYS PARAMOUNT PICTURES AVAILABLE FOR A PRICE - During the recent FCC hearings in Washington on the proposed UPT-ABC merger, Paramount president Barney Balaban said that the company had discussed selling over 1500 of its shorts, but that none of the offers had been sufficient to warrant closing a deal, and added that it would be most advantageous for Paramount to liquidate their inventory with the sale of library films for television use.

JACK VOGLIN PRODUCTIONS(LA) - Jack Voglin has announced that he will produce 9 half-hour films for the Mr. District Attorney series which will be used during the summer hiatus of the live show Young & Rubicam represents Bristol-Myers, the sponsor.

PROGRAM	NET TIME	GUESTS
	(S - Singer; D - Dancer; C - Comic; M - Musician)	
	FRIDAY FEBRUARY 15	
Twenty Questions	DuM 8pm	Bill Goodwin
Not For Publication (Jerome Cowan)	DuM 8:30	The Cast-Offs - by Edgar Marvin; with Morey Amsterdam, Dulcy Jordan, David Kerman, Joseph Fallon, Barbara Ames, Harry Mehaffey, Lucia Backus Seger, McLean Savage
We, The People	NBC 8:30	Malcolm Johnson(Pulitzer Prize reporter), Pvt. Leonard Kijowski, Donald B. Hyde(business man)
Rebound(film)	ABC 9pm	The Treasure - by Oliver Crawford; with Martin Garralaga, Larry Jones, Jody Gilbert, Ned Glass, William Fawcett, Russell Conway, Mervyn Williams, Clarence Chase

****Other shows on this date were listed in last week's issue.

	SATURDAY FEBRUARY 16	
Betty Crocker	ABC 12N	Brian Aherne
Ken Murray	CBS 8pm	Hal LeRoy, Lou Wills Jr, Lancer & Strand(fencers), J.J. Lynch(archery champ), Riley & Farley(composers)
All Star Revue (Jack Carson)	NBC 8pm	Ann Sothern, Lola Albright, The Honey Brothers, Jack Norton (FROM HOLLYWOOD)
Faye Emerson	CBS 9pm	Salute To New Orleans - with Wingy Manone
Your Show Of Shows (Sid Caesar)	NBC 9pm	Arlene Francis
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: The Madills(D), Eddie Manson(harmonica), Frank Stevens(S); Robert's Cue: Lillian Murphy(soprano); Buyers: Monk Arnold(Henry Grady Hotel, Atlanta), Arno Reig(NY Custom Tailor Designers' Assoc), Paul Blane(Supper Club)
Songs For Sale (Steve Allen)	CBS 10pm	Guest Singers: Johnny Johnston, Connee Boswell; Judges: Morey Amsterdam, Barry Gray, Ray Ventura
	SUNDAY FEBRUARY 17	
American Inventory	NBC 1:30	Savings - the value of savings; with Kukla, Fran & Ollie (FROM CHICAGO)
Teatro Televisione (Italain Drama)	WOR 2pm	La Coppia Modello - with Giulio Amauli, Silvana Sierra, Amerigo Nicolosi, Anita Roberti
Hilmk Hall Of Fame (Sarah Churchill)	NBC 3:30	The Plot To Kidnap General Washington - by Janet & Joseph Ruscoll; with Joshua Shelley, Thelma Schnee, Guy Spaull, Moultrie Patten, Roland Wood, P. Jay Sidney, Robert Daggett
CBS-TV Workshop	CBS 4pm	The Sound Machine - by Theodore Sturgeon from story by Raold Dahl; with Richard Purdy, Tom Chalmers, Kathleen Comegys, Robert Middleton; Dir: Dick Linkroum

Meet The Press	NBC 4pm	Ellis Arnall
Man Of The Week	CBS 5pm	Sen. Charles W. Tobey
Roy Rogers(film)	NBC 6pm	Outlaw's Girl - by Dwight Babcock; with Pat Brady, Reed Howes, John Crawford, Tom Tyler, Rocky Stanton, Brett King, William Tannen, Art Dillard
Mr I Magination (Paul Tripp)	CBS 6pm	The Voyage Of The Bounty - adapt by Rosemary Foster; with Donnie Harris
Sam Levenson	CBS 6:30	Katherine Rief(teacher), Bill Warren(student)
Paul Whiteman	ABC 7pm	Priscilla Gillette
Stage Entrance (Earl Wilson)	DuM 7pm	Mel Torme, Buddy Rich, Jack Leonard, Barbara "Agathon" Nichols
Royal Showcase (George Abbott)	NBC 7pm	Beatrice Lillie, George Hopkins(C)
Ellery Queen (Lee Bowman)	ABC 7:30	Left-Cross - by Rafael Hayes; with Joe Downing, John Shelley, Robert Keith Jr, Duncan Baldwin
This Is Show Bus.	CBS 7:30	Rosemary Clooney, Roger Price, June Havoc, Lewis & Van(D)
Toast Of The Town (Ed Sullivan)	CBS 8pm	George White's Scandals - with George White, Harry Richman, Smith & Dale, Richard Hayes, Toni Arden, Frances Williams, Danny Hoctor(D), Costello Twins
Colgate Comedy Hour (Eddie Cantor)	NBC 8pm	Sharon Baird(D), Will Mastin Trio, Sammy Davis Jr, Capt. Minor C. Heine (FROM HOLLYWOOD)
Arthur Murray	AEC 9pm	Victor Borge, Yolanda Renee(S), Herbert & Saxon(C)
Fred Waring	CBS 9pm	Marie Jeanne Laurent(S)
Rocky King (Roscoe Karns)	DuM 9pm	Merder Is A Misprint - by Burt Brazier; with Rupert LaBelle, Sheila Bromley, Paul Lipson
Goodyear Playhouse	NBC 9pm	Crown Of Shadows - by Rudolfo Usigli, adapt by Geoffrey Kean; with Felicia Monteleagre, Leslie Neilsen, Edmond Purdom, Harry Andrews, Robert Carroll, Anthony Eustrel, John Mylong, Frederick Rolf, Nathaniel Frey, Blair Davies, Irving Winter, Laurence Ryle; Dir: Gordon Duff
Plainclothesman (Ken Lynch)	DuM 9:30	The Imperfect Crime - with Ethel Everett, DeForest Kelly, Donald Curtis, Bob Quarry, Rickard Shankland
Celebrity Time	CBS 10pm	Guests: Jane Morgan, Dick Kazmaier; Sketch Bits: Arny Freeman, Bob Burland, Ned Wertimer, Foursome(D)
What's My Line	CBS 10:30	Garry Moore subs for Bennett Cerf
Cameo Theater	NBC 10:30	The Thompsons - by Joseph Hayes; with Floyd Buckley, Sara Seegar, Humphrey Davis, Joan Gray, Carol Hayes, Roddy McDowall, Julie Lawrence, Charles Eggleston

MONDAY FEBRUARY 18

Steve Allen	CBS 12:45	Johnny Coy
Garry Moore	CBS 1:30	Jack Andrews & Snowball the Mule, Lucile Watson
Kate Smith	NBC 4pm	Steve Evans(C), Entertainers from WTVJ Miami
Magic Cottage (Pat Meikle)	DuM 6pm	Snoozer The Sandman's Rude Awakening - with James Chapin & William McCutcheon
H'wood Screen Test	ABC 7:30	Aline MacMahon, guest, in American Underground - with Muriel Rahn & Jackson Young
Date On Broadway (Bob Haymes)	DuM 7:30	Wingy Manone
Perry Como	CBS 7:45	Johnnie Ray
Mr District Attorney (Jay Jostyn)	ABC 8pm	The Rain Check - with Luis Van Rooten, Rolly Bester, Chuck Webster
Lux Theater	CBS 8pm	Life, Liberty And Orrin Dooley - by William Fuller; with Jackie Cooper, Grace Kelly, Roy Fant, Evelyn Wall, Edith Meiser, Chester Stratton, Maurice Manson; Dir:Goode
alent Scouts (Arthur Godfrey)	CBS 8:30	Viola Acosta(S), Winifred Heckman(soprano), Harvey Sheldon(C), The Corsairs(male quartet)
Voice Of Firestone	NBC 8:30	Eleanor Steber
Lights Out	NBC 9pm	The Eyes From San Francisco - by Harry Muheim; with Thomas Mitchell, Steven Hill, Mary Heath, Eugene Ruymen, Shirley Blanc, Rita Fredericks; Dir:Lockwood
Robert Montgomery	NBC 9:30	Sheppey - by W. Somerset Maugham, adapt by Denis Green; with Geraldine Fitzgerald, Robert Coote, Melville Cooper, Betty Sinclair, Valerie Cardew, Basil Langton, Michael McAloney, Frederic Warlock, Robert Plowden, Philippa Bevan, Mary Lou Taylor, John Straub, Cathleen Cordell; Dir: Vincent Donahue
Studio One	CBS 10pm	Success Story: The Story Of Horatio Alger - by Donald Robinson, adapt by Howard Merrill; with Harry Townes, Sally Chamberlain, Eda Heinemann, Leo Bayard, Michael Demarrais, David Roth, C. McLean Savage, Philip Truex, Helen Ray, Murray Perlman, Addison Powell; Dir: Paul Nickell
Who Said That (Net except WNBT)	NBC 10:30	Paul Hartman, Joy Hodges, Frank Conniff

TUESDAY FEBRUARY 19

Steve Allen	CBS 12:45	Sammy Solo(S)
Garry Moore	CBS 1:30	Cliff Norton guests today, Feb 21 & Feb 22
Nancy Craig	WJZ-TV 3:30	Pat O'Brien
Kate Smith	NBC 4pm	Chester Morris, Joan Holloway(D), Pvt Kenneth Gordon

TUESDAY FEBRUARY 19(Cont'd)

Date On Broadway	DuM 7:30	Hanya Holm
Trapped	WOR 7:30	A Baby Cries - with Rene Paul, Ella Gerber, Hal Currier, Reese Taylor
Stork Club	CBS 7:45	Maria Riva, Mrs. Wendell Wilkie, Walter Hoving
Frank Sinatra	CBS 8pm	James Mason, Pamela Kellino, Jackie Coogan, Jimmy Boyd (FROM HOLLYWOOD)
Texaco Star Theater (Milton Berle)	NBC 8pm	Basil Rathbone, Olga San Juan, Dolores Grey, Eddie Fisher
Met Opera Auditions	ABC 8:30	Frances Wyatt(soprano), John Gallo(tenor)
Keep Posted	DuM 8:30	Ernest Gruening(Gov of Alaska), Sen. George Smathers
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Joe Laurie Jr, Yanelli(clown); Youth: Zola Mae & Peggy Jane Shaulis, Trini Reyes
Fireside Thtr(film)	NBC 9pm	The Broken Cord - by Thomas Haines; with Marguerite Churchill, Jan Shepard, Lillian Albertson, Jimmy Smith, Warren Douglas, Everett Glass, Clark Howatt
Suspense	CBS 9:30	Summer Night - by Ray Bradbury; with Carmen Mathews, Ann Shoemaker, Parker Fennelly, James Gregory, Alan Tower, Maurice Wells, Robert P. Lieb
Armstrong Theater	NBC 9:30	The Hat From Hangtown - by Helen Papashvily; with Mabel Taliaferro, Paul Huber, Marion Shockley, Elizabeth Watts, Nell Harrison, Tess Sheehan, Kate McComb, Joanne O'Donnell
Danger	CBS 10pm	Primary Decision - by Joel Carpenter; with Robert Pastene, Doris Dowling, Robert H. Harris, Michael Strong, Fred Catania, Charles Welch
Hands Of Destiny	DuM 10pm	The Outsider - by John Gay; with William A. Lee, Catherine Cosgriff, Ruth McDevitt, Marian Seldes, Richard Trask, John Shay, Earl Gilbert

WEDNESDAY FEBRUARY 20

Steve Allen	CBS 12:45	The Whirlwinds(skaters)
Garry Moore	CBS 1:30	Noonan & Marshall
Nancy Craig	WJZ-TV 3:30	Rolf Gerard, Henrietta Harrison(ASPCA)
Kate Smith	NBC 4pm	Tommy Tucker & Orch, Lorraine Brunner & Richman(D), Sen. Everett Dirksen, Sig Rothschild
Date On Broadway	DuM 7:30	Bill Bailey
Kate Smith Evening	NBC 8pm	Broderick Crawford, Dunninger, DeMarco Sisters
Kraft Theater	NBC 9pm	The Mollusc - by Hubert Henry Davies; with Ernest Truex, John Newland, Dortha Duckworth, Catherine McLeod; Dir: Maury Holland

WEDNESDAY FEBRUARY 20(Cont'd)

Rendezvous (Ilona Massey)	ABC 9:30	Neil Fitzgerald, Alfred Hopson, David White, Peter Brandon, Walter Davis
The Web	CBS 9:30	Sleeping Dogs - by Marie Baumer; with Ann Jackson, James Dean, Robert Simon, E.G. Marshall, Nancy Cushman; Dir: Lela Swift
Celanese Theater	ABC 10pm	The Petrified Forest - by Robert E. Sherwood; with David Niven, Kim Hunter, Lloyd Gough, Beverly Roberts, Joe Sweeney, Maurice Burke, Dan Matthews, Alan Stevenson, John Vivyan, Maurice Ellis
Pantomime Quiz	NBC 10pm	James Dunn, John Barrymore Jr, Jean Wallace, Gale Storm (FROM HOLLYWOOD)
TV Recital Hall	NBC 10:30	Byron Janis(Pianist)

THURSDAY FEBRUARY 21

Steve Allen	CBS 12:45	Cathy Mastice(S), Tex Beneke
Kate Smith	NBC 4pm	Tomiko Kanazawa(soprano) & Davis Cunningham(tenor) in scene from "Madama Butterfly"; The 3 Rockets(D), John Foster Dulles, Evalyn Tyner
Date On Broadway	DuM 7:30	Jerome Courtland
Stork Club	CBS 7:45	Ella Raines
Star Of The Family (Peter Lind Hayes)	CBS 8pm	Frank Sinatra, Connie Haines, Hal Peary (FROM HOLLYWOOD)
T-Men In Action	NBC 8:30	The Frightened Foreman - by A.S. Ginnes; with Donald Curtis, Lewis Charles, Phil Sterling, Michael Strong, Eugene Ruymen
Shadow Of The Cloak	DuM 9pm	Assignment Cancelled - by Mel London; with Rex O'Malley, William Kemp, Margaret Stewart, Edith King, Connie Lempke
Mystery Drama	NBC 9pm	C.I.D. Agent - by Whitfield Cook; with Wendell Corey, Signe Hasso, Jayne Meadows, Don Hanmer, Kurt Katch, Martin Kosleck, Stewart Pierce Brown, Mark Allen
Big Town (Pat McVey)	CBS 9:30	Midnight Story - by C Robinson; with Rita Lynn, Salem Ludwig, Eddie Hyans, Helen Seaman, Bruno Wick, Victor Thorley, Ben Yaffee, Jack Weston, Lee Sanford
Ford Festival	NBC 9:30	James Melton returns; Morey Amsterdam
Racket Squad(film) (Reed Hadley)	CBS 10pm	White Carnation - with James Warren, Ann Lee, Ned Crawford, Benny Rubin, Robert Watson, Mac Williams
Author Meets Critics	DuM 10pm	A Foreign Policy For Americans - by Sen. Robert A. Taft; George D. Sokolsky(for), John Reagan McCrary (against)
Martin Kane (Lloyd Nolan)	NBC 10pm	Tommy Nello, Harold Gary, Nita Talbot, Nelson Olmsted, James Bender

THURSDAY FEBRUARY 21(Cont'd)

At Home	ABC 10:30	Sue Bennett
Crime Photographer (Darin McGavin)	CBS 10:30	The Dirt Peddler - by Carol Warner Gluck; with Louise Kirby, John Hildebrand, Leonard Yorr, Michael Brown

FRIDAY FEBRUARY 22

Nancy Craig	WJZ-TV 3:30	Mrs. Vincent Impellitteri, Jules Munshin
Kate Smith	NBC 4pm	Benny Fields, West Point Glee Club, Martin Brothers (puppets), Benno & Sylvia Rabinoff(violin-piano)
Perry Como	CBS 7:45	Margaret Whiting
Twenty Questions (Bill Slater)	DuM 8pm	James A. Farley
Man Against Crime (Ralph Bellamy)	CBS 8:30	Russell Hardie, Lauren Gilbert, Muriel Kirkland, Betty Low, Svea Grunfeld, Sandra Ann Wigginton
Schlitz Playhouse	CBS 9pm	World So Wide - by Sinclair Lewis, adapt by Arnold Schulman; with Nina Foch, John Forsythe, Cameron Prud'homme, Mary Patton, John Baragrey, Esther Minciotti; Prod-Dir: Joe Scibetta
Down You Go	DuM 9pm	Emily Kimbrough (FROM CHICAGO)
Big Story	NBC 9pm	Justin Riorden, Niagra Falls Gazette - adapt by Alan Chase; with Whit Bissell, Bruce Gordon, Howard Weirum, Gene Lee, Thomas Heaphy, Grady Fraser, Thom Carney
Tales Of Tomorrow	ABC 9:30	Momento - by Samuel Elkins; with Boris Karloff, Barbara Joyce, Gene Lyons, Gage Clark, Tony George
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Mel Torme, Thelma Carpenter
Eloise Salutes	WABD 11pm	Jack Barry

TALENT LOCATOR SERVICE

February 17, 1952

GWEN ANDERSON now avail TV - AGT: Baum-Newborn MU 8-1380

BLACKSTONE the magician - AGT: Abe Feinberg CO 5-7070

ALAN CARNEY comic avail TV - AGT: Al Grossman CI 5-8422

MARGUERITE CHAPMAN - CON: Wm Morris JU 6-5100

SANDRA DEEL - AGT: Baum Newborn MU 8-1380

NICK FARLEY Irish tenor - AGT: Abe Feinberg CO 5-7070

JANE FROMAN here for Ed Sullivan "Cole Porter" TV salute

EDWARD EVERETT HORTON now in NY - AGT: William Morris JU 6-5100

LISA KIRK - PRESS: Sid Ascher LO 5-6396

HARRIET LANE dancer current HavaraMadrid - AGT: Baum Newborn MU 8-1380

EVA LIKOVA City Center soprano - AGT: Abe Feinberg CO 5-7070

VAUGHN MONROE - AGT: Willard Alexander CI 6-4224

BARRY NELSON - AGT: Wm Morris JU 6-5100

MILDRED NATWICK - AGT: Wm Morris

MOYSHE OYSHER - AGT: Abe Feinberg

MARK STEVENS - AGT: Gibbs Agcy PL 7-5959

MONTE WOOLLEY here for Ed Sullivan "Cole "Porter" program

MARGARET WYCHERLY - AGT:Briscoe&Goldsmith

FEB 24 - MARCH 1, 1952

VOL. 3 NO. 12 SUPPLEMENT D

NEWS ED: David B. Graham
TALENT ED: Gordon Leigh
BUS.MGR: Darryl King

Ross Reports

ON TELEVISION

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(24)

NBC(Ch4) - 5:30-6pm alt Sun; DEBUT; Meet the Masters; from WNBT(on film) to 13 sta plus 22 kine; Sponsor - James Lees & Sons(Carpets, rugs & knitting yarns) thru D'Arcy Advertising; Produced on film by World Artists, the series will present concert programs built around a true-to-life episode or scene chosen to dramatize and illustrate the personality and art of the particular concert artist; first program will mark the first television appearance of Jascha Heifetz, violinist, and was filmed at Clairmont Junior College in California.

Wed(27)

NBC(Ch4) - 10:30-11pm; HIGHLIGHT; That Reminds Me; from WNBT to the net; Sustaining; NBC presents a special telecast of a new panel show; Pkgr - Richard Lewis; Dir - Craig Allen NBC; Arlene Francis will be mistress of ceremonies, with panelists Nina Foch, Roger Price and Robert Coote, and a member of the studio audience; panel will be asked, through the use of object association, to identify 3 celebrities who will be visible to the studio and home audience but not to the panel.

Thu(28)

ALL NETS - "Answer the Call" - Special Red Cross Program; ABC-TV 10:30-11pm; CBS-TV 7-7:30pm; DuMont 10:30-11pm; NBC-TV 10:30-11pm; Produced on film for the American Red Cross by William Workman of CBS; Dir - Charles Sterritt ARC; Jessica Tandy, as a Red Cross Volunteer, will narrate the film; Hume Cronyn will play the part of a midwestern farmer overwhelmed by flood; Dane Clark will portray a Marine who received twenty-eight blood transfusions; Jackie Cooper enacts a hospitalized Navy veteran; Charlton Heston will be seen as a GI who is flown to the bedside of his dying wife; Music will be under the direction of Meredith Willson, who has written an original score; President Truman will open the 1952 Fund Campaign with a message which will climax the dramatic show.

NEWLY ANNOUNCED NETWORK FUTURES

March 2 - Junior Hi-Jinx With Willie; CBS-TV Sun 12:15-12:30pm; from WCAU-TV(Phila) to the net; Sustaining; Pkgr-Prod - Charles Vanda WCAU-TV; Dir - Fred O'Neill; Writers - Charles Vanda & Warren Wright; Warren Wright is the voice & manipulator of Willie, puppet of ceremonies on children's show.

Mar 31 - Claudia moves from NBC to CBS, Monday 9:30-10pm, replacing It's News to Me which moves to the half-hour on Friday nights (9:30-10pm) made available by Schlitz Playhouse which becomes a half-hour program on April 4.

SPONSOR ACTIVITY

ANSON'S MEN'S JEWELRY(Swank Accessories) thru Grey Agcy has signed to sponsor the second half-hour of the Kate Smith Evening Show (NBC-TV Wed 8-9pm) on alternate weeks, effective April 16, picking up the segment vacated by Norge.

HAZEL BISHOP(Cosmetics) thru Raymond Spector begins alternate week sponsorshop of Cameo Theater(NBC-TV Sun 10:30-11pm) on March 2, with Regent Cigarette, former weekly sponsor, remaining as alternate; Bishop will also sponsor it weekly in markets not covered by Regent, having dropped alternate week sponsorship of a half-hour of Stop the Music(ABC-TV Thu 8-9pm).

CARTER PRODUCTS (Arrid, Rise, Little Liver Pills) thru Ted Bates & Sullivan, Stauffer, Colwell & Bayles, will sponsor a news show featuring Drew Pearson on ABC-TV.

SUSQUEHANNA WAIST CO thru M & J Levine Agcy has purchased one half-hour of the Easter Parade coverage on CBS-TV April 13 (1-2pm); Steve Allen will be MC.

CLUETT-PEABODY(Arrow Shirts) thru Young & Rubicam drops Herb Shriner Time(ABC-TV Thu 9-9:30pm) after the program of April 3. Sponsor was reported wanting to go to alternate weeks, with Shriner wanting to remain on weekly or not at all.

GOODYEAR TIRE thru Young & Rubicam is dropping sponsorship of the Paul Whiteman Revue (ABC-TV Sun 7-7:30pm).

NYC LOCAL STATION ACTIVITY

WABD - Comedy Cameos; RETURN Feb 24; Sun 11-11:15pm; Sponsor - Shir-Back Curtains thru Product Services; Returning after a three-month hiatus, program shows bits from silent movies, featuring such stars as Charlie Chaplin, Buster Keaton, Harold Lloyd.

WJZ-TV- What's Playing?; NEW TIME Feb 18; Maggi McNellis show, which presents excerpts from new motion pictures not yet released and from pictures currently playing is now seen Monday thru Friday 6:45-7pm.

WNBT - New York Mardi Gras Ball; HIGHLIGHT Feb 26; Tue 11:15pm-12:15am; Prod - Fred Coe NBC; Dir - William Harbach WNBT; Presenting a pageant from the Grand Ballroom of the Plaza Hotel for the Junior League's welfare fund with Tex & Jinx McCrary as MC's; among the celebrities who will appear are Mayor Impellitteri, Ezio Pinza, Vaughn Monroe, Charlton Heston, Bob and Ray, John Cameron Swayze, Faye Emerson, John Conte and others.

WOR-TV- Terror; DEBUT Feb 27; Wed 7:30-8pm; Sustaining; Prod-Dir - Harvey Marlowe; New series of original suspense dramas, with "Brother Joe", a melodrama with supernatural overtones by Ferrin Fraser, the first program.

Brooklyn Dodgers Home Games;DEBUT April 18; Red Barber, Connie Desmond & Vince Scully will handle the commentary; season opens with a three-game series with the Giants.

HOLLYWOOD LOCAL STATION ACTIVITY

KECA-TV - Frank G. King has been appointed to the newly created post of sales manager for the station, in line with ABC's policy of splitting local and network operations. Mr. King was formerly with KTTV.

KATZ WOULD HAVE STATIONS CUT NETWORK OPTION TIME - The Katz Agency suggested at a Chicago meeting of their 19 TV affiliates that the station-network option time practices carried over from radio may soon have to be re-evaluated for television. "As networks depend more and more on film for the conduct of routine network hookups, you will have more and more reason to question their use of your option time to obtain a competitive advantage in the sale of your station for a 30% yield to you," said Eugene Katz.

A.T.&T. PLANNING CABLE EXTENSIONS - A.T.&T. has announced that all efforts are being made to facilitate extension of network TV facilities to provide service to Miami, New Orleans, Houston, Dallas, Fort Worth & Oklahoma City early in July. Service to San Antonio and Tulsa will not be completed until later in the year. Special effort is being made to complete the work due to the importance of the coming national political conventions. As of January 1, the six cities had a total of 517,700 TV installations, which should climb to a million when the cable is in operation. A.T.&T. also filed an application with the FCC to provide additional TV channels for TV service between Chicago, Omaha & San Francisco over the transcontinental microwave relay system. At present only one channel in each direction, plus one westward from Chicago to Omaha is in operation. One new channel is hoped for this year, and two next year; when project is completed there will be five channels - three westward from Chicago and two to the east.

THEATER TELEVISION NETWORK SCHEDULES TOP EVENTS - Theater Television Network, headed by Nathan L. Halpern, has lined up a series of entertainment events for presentation to a potential 65 theaters, now considering these proposals:

March 3 - "Two On The Aisle", Bway musical; charge for pickup 75¢ per admission against 60% of the gross.

March 6 - Sugar Ray Robinson-Bobo Olson Middleweight Championship Bout from San Francisco; 30¢ per seat for all network charges, plus 40 cents per admission.

March 13- Basketball - Nat'l Invitation Tournament semi-finals & March 15 - NIT finals; 20 cents per seat plus 25 cents per admission.

March 17- (Tentative) - Metropolitan Opera's "Carmen"; 75¢ per admission against 60% of the gross.

March 24- Nat'l Golden Gloves finals from Madison Sq Garden; 45¢ per seat including 25¢ for rights & 20¢ network costs.

April 1 - Basketball - Olympic Games finals from Madison Sq Garden; same charges as for Golden Gloves.

April 13 & 14 - (Easter Sunday & Monday) - Radio City Music Hall's Easter Show; 35¢ per seat for each performance, or 45¢ for each admission at each performance.

TWO NEW LATIN-AMERICAN STATIONS PLANNED - Havana, Cuba's newspaper "El Mundo" will participate in the building & operation of a television station in the Cuban capital, with microwave relays extending service to three additional provinces on the island. The station, now under construction, has been designed & will be equipped by RCA. Angel Cambo, co-founder of the CMQ radio network, is president of the new operation. Glenn McCarthy, Texas oil man & hotel operator & owner of radio station KXYZ in Houston, announced last week that he will invest one-and-a-half million dollars in a television outlet to be built by him at Guatemala as soon as he has received approval from the minister of communications there.

JOHN E. FETZER TO HEAD TV REVIEW BOARD - John E. Fetzer, owner of WKZO-TV(Kalamazoo) has been chosen to head the new TV board of review of the NARTB. The duties of the new 5 man board will be to enforce the code which goes into effect March 1.

NEW FIRMS & OFFICES: - Hygo Television Films, Inc., with offices at 60 West 46th St, NYC, is the firm name of a new television film distributing company, of which Jerry Hyams is president, and Louis Goldstein vice-president.....Pathescope Productions of NYC has opened mid-west offices as 2536 Euclid Ave.,Cleveland. Bob Polatsek will be in charge of the new office... ....Mallard Television, Inc., film-buying service for television stations, has established new offices at 120 Wall St., NYC 5. The company acts as resident buyer for out-of-town stations.

PERSONNEL ITEMS: - Frank Seaver, formerly with Jam Handy, has been elected vice-president in charge of all film production for television for Caravel Films. Also at Caravel, Cal McKean has been named production supervisor, and Jeanne Becker has been named executive assistant in the Television Department.....Edward Greenhill has been appointed Advertising Manager of Sterling Television Company, succeeding Richard Carlton who was named to head Sterling's new Stock Shot Division.....Judson Bailey has been appointed Director of Sports for the CBS Television Network. He joined the CBS sports staff as a producer-writer in 1947.

FILM DIGEST

MARCH 10 STRIKE DATE CALLED BY SWG AGAINST TV FILM PRODUCERS - The board of the Screen Writers Guild voted unanimously to call a strike against the Alliance of Television Film Producers on March 10, based on the Alliance's refusal to enter into negotiations on a minimum basic agreement covering compensation and working conditions for writers in the TV field. The action marks the first time in history that all writers in the US regardless of affiliations will observe the TV walkout together. Meanwhile, a strike called for last week by Alliance of Theatrical & Stage Employees against the TV film producers was cancelled. A recent bulletin of the SWG indicates that fees for a great many television film series have already been raised, citing Electric Theater as having raised payments for original half-hour scripts from $750 to $1000 each, and the increasing demand for originals is bound to benefit members of the guild financially.

"HOLLYWOOD OFFBEAT" SERIES NOW AVAILABLE - 26 episodes of the Melvyn Douglas starring series, Hollywood Offbeat, is now available thru United Television Productions. Marion Parsonnet has produced the half-hour series, in which Douglas is seen as an insurance detective. Gerald King & Wynn Nathan are handling sales for UPT, with five markets, including Pittsburgh, Cincinnati, Dayton, Columbus & San Francisco already set.

CROSBY ENTERPRISES(LA) - Basil Grillo, executive of Crosby Enterprises, has concluded arrangements to film a new half-hour dramatic series packaged by General Artists Corporation to be titled Crisis. Louis Bromfield will act as host and narrator on the series, production of which is scheduled to begin in March. GAC will handle national sales.

HANS CHRISTIAN ANDERSEN SERIES TO START IN APRIL - Karl E. Moseby, vice-president of the Scandinavian-American Television Co, has opened offices in Hollywood to complete plans for the Hans Christian Andersen television series which is scheduled to begin filming in Copenhagen early in April. Arthur Piersen will direct the films for which Malvin Wald is preparing the screenplays. The first 13 of the ½-hour films which cost approximately $20,000 each, are expected to be ready for distribution in the fall. Walter Klinger is in charge of sales.

SCHLITZ PLAYHOUSE TO BE FILMED IN HOLLYWOOD - The Schlitz Television Playhouse," live dramatic series currently seen on the CBS-TV network Fridays from 9-10pm, will become a half-hour film show within the next few months. Nat Wolff, VP of Young & Rubicam, agency handling the Schlitz account, is currently in Hollywood negotiating with independent producers for filming of the series, supervision of which will be retained by Y&R.

UNITED ARTISTS RETURNING DISTRIBUTION RIGHTS TO PRODUCERS - United Artists is arranging to turn back distribution rights to some 150 films to the original producers. Pictures are some which UA has had for more than two years which are no longer making enough money to warrant carrying them on the books. If deal is effected, it might find the individual producers turning the product over to TV outlets.

STANDARD TELEVISION GETS 13 FEATURE FILMS FOR DISTRIBUTION - Marcus Loew II of Standard Television, has taken over 13 feature films from Quality Films for distribution. Both firms are TV film distributors, and among the product changing hands was "Moon & Sixpence" with Claudette Colbert & Robert Cummings, "The Southerner" with Zachary Scott & Betty Field, "So Ends Our Night" with Fredric March & Margaret Sullavan and "The Gladiator" with Joe E. Brown.

COMMERCIALS PRODUCTION

ARCHER PRODS(NY) - 3 (60") & 3 (20") completed for Nucoa Oleomargarine thru Benton & Bowles for Nat'l Spot; SA & LA with LS & VO.

2 (60") & 2 (20") completed for Marlboro Cigarettes thru Biow for Nat'l Spot; LA with VO.

2 (60") completed for Bulova Watches thru Biow for Nat'l Spot; LA with LS.

PETER ELGAR(NY) - 2 (60") completed for Carter's Pills thru Ted Bates for Nat'l Spots; LA with DR & LS.

SCREEN GEMS(NY) - 5 (2') completed for Lees Carpets thru D'Arcy for Network Program LA with VO.

1 (60")completed for Cameo Hosiery thru Hirshon-Garfield for Network Program; LA with DR & VO.

3 (90") completed for Casco Dry & Steam Iron thru Norman B.Waters & Assoc for Nat'l Spot; LA with DR.

2 (60") completed for DuMont TV Receivers thru Campbell-Ewald for Local Spots; LA with DR & VO.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

TALENT SHOWSHEET

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY FEBRUARY 22
.ot For Publication (Jerome Cowan)	DuM 8:30	The Golden Voice - by Harold Sherman; with Jerome Courtland, Betty Buehler, Nat Polen, Joe Downing
We, The People	NBC 8:30	Mr. & Mrs. Lawrence Washington, Mr. & Mrs. Frank Washington, Florika Remetier(6-yr-old violinist)
Rebound(film)	ABC 9pm	The Boarder - with Trevor Bardette, John Doucette, Janet Stewart, Dorothy Adams, Bob Foulk

****Other shows on this date were listed in last week's issue.

		SATURDAY FEBRUARY 23
Betty Crocker	ABC 12N	Veronica Lake
Ken Murray	CBS 8pm	James Melton, Jackie Gleason, Peggy Ann Garner, Jackie Cooper, Juanita Hall, The Appletons(D), Harris & Shore(C)
All Star Revue (Jimmy Durante)	NBC 8pm	Gloria Swanson (FROM HOLLYWOOD)
Faye Emerson	CBS 9pm	TV Town - featuring crew of the show, and Tommy Rall with singing and dancing ensemble
Your Show Of Shows	NBC 9pm	Margaret Lindsay, MC; Nancy Kenyon(soprano)
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: Morgan & May(acro), Keith Hall(D), Tommy Roberts(S); Robert's Cue: Martha Lou Harp(S); Buyers: Bill Schwartz(Cavalcade Of Girls TV show), Morris Corson(Senator Hotel, Atlantic City), Brian Michie(Embassy Club, London)
Songs For Sale (Steve Allen)	CBS 10pm	Guest Singers: Peggy Lee, Mel Torme, Eddie Howard, Johnny Desmond; Judges: Morey Amsterdam, Benny Goodman, Dorothy Fields, Barry Gray, Bob Clayton
		SUNDAY FEBRUARY 24
American Inventory	NBC 1:30	Everyman - in observance of Natl Brotherhood Week - by John Latham; with Arthur Kohl, Robert Bolger, Ann Gillis, Reese Taylor, Ray Morgan, Richard Abbott, Hal Studer, Frances Greet, Shirley Blanc
Teatro Televisione (Italian Drama)	WOR 2pm	Il Posto Vuoto - with Alfredo Poli, Mila Lanza, Giovanna Nardini, Alan Furlan
Hllmk Hall Of Fame (Sarah Churchill)	NBC 3:30	Mistress Of The White House - by Helen L. Morgan, adapt by Jean Holloway; with June Lockhart, Emory Richardson, Frank Daly, Anita Bolster, David Orrick, Fred Warriner, Patricia Nye

CBS-TV Workshop	CBS 4pm	The Rose And The Ring - Thackeray's classic adapt by Alvin Sapinsley; with Philip Bourneuf, Cathleen Nesbitt, Margery Maude, Gerry Jedd, Ken Raymond, Harold Kaskett, Marilynn Beller; Dir: Dick Linkroum
Meet The Press	NBC 4pm	Ellis Arnall
Man Of The Week	CBS 5pm	Sen. Robert A. Taft
Roy Rogers(film)	NBC 6pm	The Desert Fugitive - with Pat Brady, Stephen Chase, Harry Harvey
Mr I Magination (Paul Tripp)	CBS 6pm	The Spy - with Judson Rees
Sam Levenson	CBS 6:30	Paul Tripp & 6-yr-old daughter Suzie
Royal Showcase (George Abbott)	NBC 7pm	Ezio Pinza, Eddie Foy Jr, Hilde Gueden(Met soprano)
Ellery Queen (Lee Bowman)	ABC 7:30	Mr. Big - by B. Loring; with Lili Darvas, Blair Davies, Robert Downing, David Kurlan, Dick Shankland
This Is Show Bus.	CBS 7:30	Arlene Dahl, Noonan & Marshall, Maria Neglia(violin), Divena(under-water ballerina)
Toast Of The Town (Ed Sullivan)	NBC 8pm	The Cole Porter Story - with Cole Porter, Monte Woolley, Mimi Benzell, Lisa Kirk, Brian Sullivan, Dolores Gray, William Gaxton, Pierre D'Angelo & Ana
Colgate Comedy Hour (Danny Thomas)	NBC 8pm	Carmen Miranda, Grace Hartman, Adele Jergens, Bunny Lewbel, Florence Bates (FROM HOLLYWOOD)
Arthur Murray	ABC 9pm	Bernice Parks, Tim Herbert(C), Don Saxon(S)
Rocky King (Roscoe Karns)	DuM 9pm	Mister Lazarus - by Bob Corcoran; with Maurice Fitzgerald, Maurice Manson, Effie Afton, John Sheldon Davis
Philco Playhouse	NBC 9pm	The Tender Age - by Joseph Liss; with Anthony Ross, Stella Andrew, Wright King, Philip Coolidge, Melville Ruick, P. Jay Sidney, Nathaniel Frey, Harry Sheppard, Bernard Kates; Dir: Delbert Mann
Plainclothesman (Ken Lynch)	DuM 9:30	The Curious Girl - with Henriette Moore, Melba Rae, Charles Eggleston, Peter Harris, Alan Stevenson
Celebrity Time	CBS 10pm	Guests: Jarmila Novotna, Jimmy Nelson; Sketch Bits: Mimi Kelly, Dulcy Jordan, Jack Diamond, Oliver Thorndike
Cameo Theater	NBC 10:30	Peer Gynt - Part I of 3-part adapt by Ibsen's classic adapt by Guy de Vry; Sets & costumes: Howard Bay; Music by Edvard Greig & Harald Saeverud arranged by David Hall; with Douglass Montgomery, Leonore Shanewise, Claire Luce, Rita Gam, John Gerstad, Frances Reid, Wesley Addy, Howard Smith, Harry Mehaffey, Grant Sullivan

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MONDAY FEBRUARY 25

Langford-Ameche	ABC 12N	Dolores Gray, Stan & Patti Parks(D), Norman Brokenshire
Garry Moore	CBS 1:30	Walter Dare Wahl(C)
Kate Smith	NBC 4pm	Phil Regan, Elliot Lawrence & Orch, The Vanderbilt Boys(acro), Hoctor & Byrd(D)
Magic Cottage (Pat Meikle)	DuM 6pm	Jetsam Bottleneck Meets King Leery - with Carl White & Rod Colbin
H'wood Screen Test	ABC 7:30	Veronica Lake, guest, in The Moving Harbor - with Addison Powell & Maurice Tarplin
Press Conference	WOR 7:30	John E. McCarthy(Pres, Fifth Avenue Coach Co.)
Amazing Mr Malone (Lee Tracy)	ABC 8pm	Breakout - by Alvin Boretz; with Ray Boyle, Harold McGee, James Rafferty, Allen Nourse, Rusty Lane, Iggy Wolfington, Jean Pearson, Mike O'Dowd
Lux Theater	CBS 8pm	The Bargain - by James Truex; with Celeste Holm, Robert Coote, James Daly, John Moore, Diane Debrett, Neil Belasco; Dir: Fielder Cooke
Voice Of Firestone	NBC 8:30	Thomas L. Thomas
Lights Out	NBC 9pm	The Perfect Servant - by E.W. Borgers; with Henry Daniell, Albert Dekker, Joseph Allen Jr, George Tyne, George L. Smith; Dir: Clay Yurdin
Robert Montgomery	NBC 9:30	Those In Favor - by Christopher Mayhew, adapt & dir by Norman Felton; with Raymond Massey, Herbert Berghof, Robert Emhardt, Kurt Katch, Stuart MacIntosh, Martin Brandt, Guy Sorel, Francois Grimard, Ben Hammer, Robert Taro, Mary McNamee, Will Hussung
Studio One	CBS 10pm	Letter From An Unknown Woman - by Stefan Zweig, adapt by Worthington Miner; with Viveca Lindfors, Melvyn Douglas, Frederic Tozere, Noel Leslie, Riza Royce, Theo Goetz, Laura Weber, Peter Monson, Paula Bauersmith; Music: Ben Ludlow; Dir: Franklin Schaffner
Who Said That (Net except WNBT)	NBC 10:30	Bob Considine, Jacqueline Susann, Keen Johnson

TUESDAY FEBRUARY 26

It's A Problem (Helen Parkhurst)	NBC 12:30	Music And The Child - with Jarmila Novotna & Dr. Robert Bomberg
Mel Torme	CBS 3:30	Ray Malone
Kate Smith	NBC 4pm	Audrey Hepburn, Pat Rooney 3rd, Guy Gabrielson
Trapped	WOR 7:30	Once I Died - with James E. Parsons, Mr. Coe Getman Norton, Norma Lee Clark
Stork Club	CBS 7:45	Rudy Vallee, Basil Rathbone

TUESDAY FEBRUARY 26(Cont'd)

Frank Sinatra	CBS 8pm	Zsa Zsa Gabor, Yma Sumac, Frank Fontaine, Leon Belasco & The Mandarins (FROM HOLLYWOOD)
Texaco Star Theater (Milton Berle)	NBC 8pm	Olga San Juan, Johnny Johnston, Benny Fields, The Andrea Dancers
Met Opera Audtions	ABC 8:30	Helen Colbert(lyric soprano), Albert Sochin(baritone
Keep Posted	DuM 8:30	Rep. Mike Mansfield, Rep. Jacob K. Javits
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Edward Everett Horton, Rolly Rolls; Youth: Kenny Sharp, Luis Torres(S)
Fireside Thtr(film)	NBC 9pm	The Co-Signer - by Byard Bowen & David Lord; with Jay Novello, Anna Demitrio, Donna Martell, John Mitchum, Peter Brocco, Louis Nicoletti, John Clase, Nino Pipitone, Josef Mell, Watson Downs, Raymond Brandi, Phyllis Graffeo
Suspense	CBS 9:30	Night Drive - by Will Jenkins, adapt by Halsted Wells; with Robert Keith Jr, Robert H. Harris, Neva Patterson, Fred Berkimer
Armstrong Theater	NBC 9:30	Mr. Bemiss Takes A Trip - by William Dudley; with E.G. Marshall, Diana Douglas, Edwin Cooper, Barbara Cook, Thom Conroy, Al Saylor, Martha Sherrill, Jack Howard
Danger	CBS 10pm	You're Wanted On The Phone, Al - by Reginald Rose; with Don Hanmer, Salem Ludwig, Joe Mantell, Kathleen Squire
Lands Of Destiny	DuM 10pm	A Gentle Arrangement - by Palmer Thompson; with Ernest Truex, Ann Shoemaker, Elizabeth Brew, Ed Holmes

WEDNESDAY FEBRUARY 27

Langford-Ameche	ABC 12N	Jon Hall, Momikai(Hawaiian dancer), Zero(clown)
Garry Moore	CBS 1:30	Betty Walker & Billy Sands(C), Ivan Sanderson
Ralph Edwards	NBC 3:30	Gilda Grey (FROM HOLLYWOOD)
Kate Smith	NBC 4pm	The DeMarlos(D), The DeMarcos(S), Gordon Obrig(industrial designer)
Terror	WOR 7:30	Brother Joe - by Ferrin Fraser; Music: Al Fanelli; with Stanley Tackney, Red Gardenia, Sandy Kenyon, Raoul DeLeora, Marna Kenneally, Cece Adams
Perry Como	CBS 7:45	Hank Snow(S)
Kate Smith Evening	NBC 8pm	Richard Greene, Jan Murray, The 4 Aces
Kraft Theater	NBC 9pm	September Tide - by Daphne Du Maurier, adapt R. Howard Lindsay; with Esther Ralston, Robert Pastene, Pat Breslin, Leslie Barrie, Richard Camp, Cherry Hardy; Dir: Stanley Quinn

WEDNESDAY FEBRUARY 27(Cont'd)

Rendezvous (Ilona Massey)	ABC 9:30	David McKay, Joe De Santis, Martin Kosleck, Bruno Wick, Herb Nelson, Leonard Barry, Charlie Thompson
The Web	CBS 9:30	Friends Of The Devil - by Mae Cooper & Grace Klein; with Frances Helm, Henry Beckman, Paul Ford, Edgar Stehli, Frances Williams, Donny Harris, Mari Lynn, Maxine Stuart, Sandra Wigginton; Mephistopheles(puppet created by Otto Kunze); Dir: Herbert Hirschmann
Pulitzer Playhouse	ABC 10pm	Melville Goodwin, USA - by J. P. Marquand, adapt by Donn Ettlinger; with Paul Kelly, Margalo Gillmore, Jayne Meadows, Walter Brooke, Ann Summers, Richard Sanders, Ralph Stantley, John Marley, Kathleen Comegys, Margaret Croydon, Earl Jones

THURSDAY FEBRUARY 28

Langford-Ameche	ABC 12N	Harry Day Dancers, Charles Jackson, Fran Lee
Garry Moore	CBS 1:30	Meredith Willson
Mel Torme	CBS 3:30	Dorothy Kilgallen will sing
Kate Smith	NBC 4pm	Gen. Lewis B. Hershey, Anna Mae Slaughter(child singer), Tommy Wonder & Margaret Banks, Harris & Radcliffe(C)
Stork Club	CBS 7:45	Betsy von Furstenburg
T-Men In Action	NBC 8:30	The Greedy Horse - by A.S. Ginnes; with Ben Gazzara, Ralph Stantley, Edward Binns, John McGovern, Jason Johnson, Sid Raymond
Dragnet(film) (Jack Webb)	NBC 9pm	The Big Lamp - by James Moser; with Barney Phillips, Eddie Firestone Jr, Charles Buckley
Big Town (Pat McVey)	CBS 9:30	Breaking Point - by D. H. & Charles Robinson; with Harold Vermilyea, Nancy Coleman, Peggy Allenby
Ford Festival (James Melton)	NBC 9:30	Edward Everett Horton
Racket Squad(film) (Reed Hadley)	CBS 10pm	The Hearse Chasers - with Jack LaRue, Adele Jergens, Betty Blythe
Author Meets Critics	DuM 10pm	A 20th-Century Congress - by Estes Kefauver; Sen. Blair Moody(for), Homer E. Capehart(against)
Martin Kane (Lloyd Nolan)	NBC 10pm	Lorence Kerr, Natalie Core, Larry Robbins, Gerald Milton, Beverly Whitney
Crime Photographer (Darin McGavin)	CBS 10:30	The Easy Way - by James P. Cavanagh; with Joan Copeland, Fredd Wayne, Howard Freeman, Carmen Costi, Norma Connelly, Al Geto, Merle Albertson

FRIDAY FEBRUARY 29

Langford-Ameche	ABC 12N	Joan Holloway, Tony Hughs(mobile artist), Ruth Marr (Pres, Bachelor Girls Of America)

It's A Problem (Fannie Hurst)	NBC 12:30	How To Get A Man - with Al Capp & Gladys Romanoff
Garry Moore	CBS 1:30	Roger Price
Kate Smith	NBC 4pm	Joey Faye, Jack Albertson, Herbie Faye, Eddie Hanley Day, Dawn & Dusk(S)
Man Against Crime (Ralph Bellamy)	CBS 8:30	Sheila Bromley, LeRoi Operti, Alan Carney, Frank Marth, Philip Kenneally, Betty Garde, Rosalind Ivan
Schlitz Playhouse	CBS 9pm	Apple Of His Eye - by Kenyon Nicholson & Charles Robinson, adapt by Robert Presnell Jr; with Ward Bond, June Lockhart, Constance Dix, Tom McElhaney, Kate Harrington, Carol Ann, Logan Field, Robert Oran, Frank Stevens, Peter Chan; Prod-Dir: Frank Telford
Big Story	NBC 9pm	Clayton Maxwell, Montana Standard - adapt by Ernest Kinoy; with Francis DeSales, Ethel Everett, Ramsay Williams, Lorraine Kirby, Samuel Bonnell, Joseph Hardy, Lynn Loring, Bernard Chorosh
Tales Of Tomorrow	ABC 9:30	Children's Room - by R.J. Jones, adapt by Mel Goldberg; with Claire Luce, Una O'Connor, Tarry Greene, John Boruff, Lisa Ayres, Charles Kenny
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Robert Rounseville, Betty George(S)
Eloise Salutes	WABD 11pm	Edward Everett Horton

TALENT LOCATOR SERVICE

February 24, 1952

JOAN BLONDELL - AGT: Wm Morris JU 6-5100

TERESA BREWER - AGT: MCA PL 9-7500

BARBARA BRITTON - AGT: Wm Morris JU 6-5100

ROSEMARY CLOONEY - MGR: Joe Shribman CI 5-5262

ARLENE DAHL - AGT: Famous Artists CI 7-6200

LEO DE LYON opening Palace this week - AGT General Artists CI 7-7550

FLORENCE DESMOND current Roxy

FEDI & FEDI current Latin Quarter - MGR: Eddie Smith JU 6-3345

BETTY FIELD - AGT: Wm Morris JU 6-5100

JANE FROMAN - AGT: George Wood, Wm Morris

SIGNE HASSO - AGT: John Gibbs PL 7-5959

DOROTHY LAMOUR current Roxy - AGT: Wm Morris JU 6-5100

ELSA LANCHESTER current Blue Angel

MARGARET LINDSEY - AGT: Baum-Newborn MU 8-1380

JEFFREY LYNN - AGT: Wm Morris JU 6-5100

GUY MITCHELL recording star now in NY

VAUGHN MONROE - MGR: Willard Alexander CI 6-4224

GEORGE MURPHY - now in NY

PAT O'BRIEN - AGT: Wm Morris JU 6-5100

GRACIELA RIVERA Met soprano - PRESS: Muriel Francis PL 9-5600

DOROTHY SARNOFF returned from coast - PRESS: Michel Mok MU 7-5927

LEOPOLD SIMONEAU tenor - AGT: Columbia Artists CI 7-6900

MARK STEVENS - AGT: John Gibbs PL 7-5959

MARCH 2-8, 1952

VOL. 3 NO. 13 SUPPLEMENT A

NEWS ED: David B. Graham
TALENT ED: Gordon Leigh
BUS. MGR: Darryl A. King

Ross Reports ON TELEVISION

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(2)

CBS(Ch2) - 12noon-12:15pm; DEBUT; Ranger Joe; from WCAU-TV(Phila) to 13 sta plus 3 kine; Sponsor - Ranger Joe, Inc.(Honey-flavored Popped Wheat & Honey-coated Popped Rice) thru Lamb & Keen(Phila); Producer - Keen Productions; Dir - Paul M. Frailey; Jesse Rogers in the title role of "live" Western series which has been seen locally in Philadelphia since December 3, 1950; format combines dramatic episodes with music and specialty acts. Regular cast includes Pee Wee Miller, singer & Monty Rosci, accordionist.

12:15-12:30pm; DEBUT; Junior Hi-Jinx with Willie; from WCAU-TV to the net; Sustaining; Pkgr-Prod - Charles Vanda WCAU-TV; Dir - Fred O'Neill; Writers - Charles Vanda & Warren Wright; Warren Wright is the voice & manipulator of Willie, puppet of ceremonies on childrens show which has been seen in Philadelphia locally for 22 months.

Thu(6)

NBC(Ch4) - 11pm-12m; HIGHLIGHT; NBC-TV Opera Theatre - "The Barber of Seville"; from WNBT to the net; Sustaining; Music & Artistic Dir - Peter Herman Adler; Prod - Samuel Chotzinoff; Asst Prod - Charles Polacheck; Asst Conductor - Herbert Grossman; TV Dir - Kirk Browning; Asst Dir - John Block; Settings - Carl Kent; Costumes - Liz Gillelan; Rossini's comic opera has been translated & adapted by Charles Polacheck & Peter Herman Adler.

LAST WEEK'S NETWORK CHANGES

CBS - Songs For Sale; Sat 9:30-11pm; from WCBS-TV to the net; Sustaining; Prod - Al Span; Dir - Frank Satenstein; Steve Allen is host & MC - show had been seen from 10-11pm, & was extended to an hour & a half in place of The Show Goes On which went off Feb 23. New time for Songs For Sale was effective March 1.

NBC - Winner Take All; DEBUT Feb 25; Mon thru Fri 10:30-11am; from WNBT to the net; Sustaining; Pkgr - Mark Goodson-William S. Todman Productions; Prod - Peter Arnel; Dir - Frank Jacoby NBC; Writers - Ted Behr & Al Wallace; Variety-quiz show featuring "The Battle of the Buzzer and the Bell."

It's A Problem; DEBUT Feb 25; Mon thru Fri 12:30-1pm; from WNBT to the net; Sustaining; Prod - Phyllis Adams NBC; Dir - Howard Davis NBC; Ben Grauer is moderator and Fannie Hurst & Helen Parkhurst are permanent panelists on program dealing with sociological problems. Show was seen on WNBT locally Tue thru Fri 10:30-11am.

Television Recital Hall; NEW TIME March 1; Sat 5:30-6pm; from WNBT to the net; Sustaining; Prod - Charles Polacheck NBC; Dir - John Block; NBC's musical concert series moves to this time from Wednesday 10:30-11pm.

SPONSOR ACTIVITY

SCHLITZ, which cuts its weekly Playhouse of Stars to a half-hour on April 4, is s switching ad agencies from Young & Rubicam to Lennen & Mitchell. Y&R will continue to supervise the live series, with L&M overseeing production of the filmed version which will debut early in June.

GENERAL FOODS(Jell-O) thru Young & Rubicam will drop the Young Mr. Bobbin show (NBC-TV Sun 7:30-8pm) at the end of the season. Variety reports the reason as being the show's poor rating (average 12.5) next to its CBS competitor This Is Show Business which has been hitting at 32.5 average.

ESSO thru Marschalk & Pratt will cancel out of the Alan Young Show(CBS-TV Thu 9-9:30 pm) after the March 27 telecast at Young's request. The mid-west sponsor, Kroger Stores thru Ralph H. Jones(Cincinnati) cancelled several weeks ago, and the comedian wants his West Coast sponsors, the Ford Dealers, to cancel also. Young reportedly feels that the multiple sponsorship has resulted in too many late kinescopes and bad time slots. CBS will keep the show on as a sustainer.

TIME, INC. thru Young & Rubicam has purchased the 8:20-8:25am network period of Today on Thursday only.

GENERAL MOTORS(Oldsmobile) thru D.P.Brother Agcy has renewed Doug Edwards & the News (CBS-TV M,W,F 7:30-7:45pm) for 52 weeks.

RONSON ART METAL WORKS thru Grey has renewed Star of the Family(CBS-TV alt Thu 8-8:30 pm) for 52 weeks.

C.A.SWANSON thru Tatham-Laird has renewed The Name's The Same on ABC-TV(alt Wed 7:30-8pm) for 52 weeks.

RALSTON PURINA thru Gardner has renewed Space Patrol(ABC-TV alt Sun 6-6:30pm) for 26 weeks.

ELECTRIC AUTO-LITE thru Cecil & Presbrey will stage the National Auto Show on Tuesday April 1 in the regular Suspense time slot (CBS-TV 9:30-10pm).

NYC LOCAL STATION ACTIVITY

WABD - Guide Right; NEW TITLE; Mon 9-9:30pm; DuMont's production of the 1st Army Military Procurement Service show changed name & format on Feb 25. Program had been called Careers Unlimited, and will now include an informal panel discussion and will feature a different service band each week.

Stage Entrance; LAST SHOW March 2; Variety & interview show produced by Ted Hammerstein and featuring Earl Wilson, NY Post columnist, was sustaining.

The Cases of Eddie Drake; DEBUT March 6; Thu 9:30-10pm; (on film); Sponsor - Crawford Clothes thru Al Paul Lefton; Film Producers - Herbert L. Strock & Harlan Thompson; Dir - Paul Garrison; Mystery dramas have a different story each week with a central character, Eddie Drake, portrayed by Don Haggerty. Patricia Morison as Dr. Karen Gayle is the leading lady in the first nine episodes of the series. Title of first show is "The Brass Key"; Jason James writes the series which is distributed by CBS Film Syndications.

Kiddie Kollege; DEBUT March 9; Sun 12:30-1pm; Sponsor - Dr. A. Posner Shoes thru Albert J. Silberstein-Bert Goldsmith, Inc; Prod-Pkgr - Vernon P. Becker & Milton E. Stanson for Milverne Prodns; Dir - Vernon P. Becker; Walter Covell MC's show which features a panel of five youngsters & two adult guests; show will feature Lorenzo Fuller.

NYC LOCAL STATION ACTIVITY(Cont'd)

WJZ-TV - Betty Crocker Star Matinee; NEW TIME March 8; Sat 11:30am-12n; Sponsor - General Mills(all products) thru Dancer-Fitzgerald-Sample; Women's show which features guests & has 10-minute dramatic adaptations of scenes from well-known plays moves to this time from the 12n-12:30pm slot same day.

WNBT - Who Said That?; DEBUT; Sat 7-7:30pm; Sustaining; Prod - Ann Gillis NBC Public Affairs; Dir - Martin Hoade NBC; Walter Kiernan is MC & Bill Henry, Washington, D.C. commentator as regular panelist. The program is seen on the NBC network 12 days prior to its WNBT showing, which is on kinescope.

The Unexpected; DEBUT March 5; Wed 10:30-11pm; Sponsor - Rheingold Beer thru Foote, Cone & Belding; Film Producer - Ziv TV Programs; Dir - Eddie Davis; Weekly mood-dramatic stories with twist endings (a la O. Henry) will have "Calculated Risk" as its first story, starring Rochelle Hudson & Louis Jean Heydt. Herbert Marshall does narration for the series in a special film produced by Roach Studios for Rheingold. Ziv NY contact is Curt Blumberg; the John O'Malley office represents Liebman Breweries; the series has been sold in 43 markets.

Tex & Jinx; NEW TIME; March 10; Mon thru Fri 6:30-6:45; Sponsors - Participations; Interview program will be cut from twenty-five minutes to a quarter-hour on this date. Tex McCrary is taking a leave of absence from the program to campaign for Eisenhower; his wife, Jinx Falkenburg, continues.

HOLLYWOOD LOCAL STATION ACTIVITY

KTTV - Kids & Company; DEBUT March 1; Sat 5:30-6pm; Sponsor - Red Goose Shoes thru Wertheimer&Block(St.L)Prod-Wyatt&Schuebel; Dir - Pat Fay; Johnny Olsen is MC of children's program which features talented children and an outstanding "Kid of the Week."

NEWS DIGEST

WAYNE COY JOINS TIME,INC; WALKER REPLACES HIM AT FCC - Wayne Coy, former chairman of the FCC, has joined Time,Inc. as TV consultant, relative to Henry Luce's prospective chain of television stations. Paul A. Walker, a senior member of the FCC, has been named by President Truman as chairman in place of Coy.

NARTB OFFICIALS MEET WITH RAYBURN ON BAN - While opposition from all sides grew against Speaker of the House Sam Rayburn's enforcement of House rules as applied to radio & television, officials of the NARTB and the executive committee of the Radio Correspondents Galleries, among others, called on Speaker Rayburn in protest. Frank Stanton, CBS president, stated that "...the public will be deprived of an opportunity for accurate and first-hand reporting of Congressional hearings if the ban is continued."

PULSE ADDS 6 NEW MARKETS - Dr. Sydney Roslow of The Pulse Incorporated, NY audience research service, announced last week that Pulse will soon release audience reports in six new markets, Baltimore, Pittsburgh, Milwaukee, Toledo, Providence and San Diego, making a total of 65 markets served by Pulse.

TWO NEW STATION APPLICATIONS BRING TOTAL NEAR 500 MARK - Applications received by the FCC for TV stations in Philadelphia and Roanoke,Va, makes a total of 497 frozen applications. There are currently 109 stations operating serving 64 markets. A compilation of the applications show that 162 additional market areas have been applied for.

1951 TV TIME SALES MORE THAN DOUBLE 1950 FIGURE - According to estimates made by Telecasting Yearbook, purchases of television time by advertisers in 1951 totaled $217,046,000, which is more than double the 1950 figure of $90,463,000, and nearly eight times as great as the 1949 figure of $27,530,133. $101,111,000 was spent on network time, national & regional spot advertising cost $58,234,000, and local business came in for $57,701,000.

NIELSEN NEWSCAST LISTS COMMERCIALS VIEWING TREND - The second Nielsen Newscast(first issue was called Air Facts) indicates that the fluctuations in audience size throughout programs may cost an advertiser a sizable number of homes at the time of the commercial. Using the Beulah show as an example (ABC-TV Tue 7:30-8 pm), the Nielsen chart indicates that the audience grows to a high point at the close of the episode, then there is a fairly sharp tune-out to another netowrk, probably to view Milton Berle - however, during the summer months (and Mr. Berle's hiatus), the audience builds to a relatively higher peak, in relation to the initial viewers, and then eases off much more gently, leaving a large net gain at the close. Such analysis enables the sponsor to place the second commercial where it will reach the maximum audience, the year 'round, Nielsen points out.

PERSONNEL ITEMS: William Dozier, for the past six months head of the CBS-TV Story Dept & in charge of the net's search for new talent, has been named Executive Producer in Charge of Dramatic Programs for CBS-TV. ....Karl Schullinger, manager of AM & TV production for Young & Rubicam, joins the American Tobacco Co as manager of their expanding radio and television department.... Richard Saunders & Thomas Ford have been named producer-directors in the Young & Rubicam TV commercial department. Saunders was with CBS-TV for the past 3 years, Ford came from ABC-TV.....John C. Holahan has been elected vice-president of Foley & Gordon, radio & TV packagers and producers.....Donald McGannon has been named Administrative Assistant to Chris J. Witting, Director & General Manager of the DuMont net. Mr. McGannon is a member of the NY & Connecticut Bars and of Federal Court.

FILM DIGEST

HERB STROCK PLANS FOUR NEW SERIES - Herb Strock, until recently associate producer of Mark VII Productions Dragnet series (he also produced the Cases of Eddie Drake series in assn with Harlan Thompson), will produce four new television film series for IMPRRO, of which he is president. The series will be Prowl Car, Deadline, The Doctor, and an untitled anthology series. Jim Moser, who writes the Dragnet series, will do the same for The Doctor, dropping the Dragnet TV series, but continuing to write the radio version.

SIDNEY ROSS TO PRODUCE TOM KEENE TV SERIES - Sidney R. Ross has incorporated a production firm bearing his name which will produce 39 half-hour western color films starring Tom Keene. The package was set up by the William Morris agency, with Frank Samuels in charge. Robert G. Vignola will be executive producer for the series. Keene's old Westerns have been seen on an average of 15 times weekly on Hollywood local stations.

FOUR-WAY DEAL FOR "BIG TOWN" FILMS - When the Big Town series switches to film on April 3 an unusual distribution plan goes into effect whereby United Television Programs will distribute first runs of the films in 29 cities not used by Lever Bros, national sponsors of the program. If desired by local sponsors, the 29 markets can show the films on the same day and date as Lever Bros showings, using the Big Town title. Second runs will be available in all markets next October. The films are being made in Hollywood by Jack Gross-Phil Krasne Productions under the supervision of Marshall Grant of Ruthrauff & Ryan.

FILM DIGEST (more)

DETROIT'S WXYZ-TV RENTS 1,200 FILMS - Motion Pictures for Television has set a deal for Detroit station WXYZ-TV to rent 1200 feature films at a rental exceeding $250,000. A total of six different packages were included, and rights run for one and two years on different groups, including the right to repeat screenings as desired during these periods.

WATV, NEWARK, IN REPUBLIC FILM BUY - TV station WATV in Newark has purchased a group of 85 Western films, produced by Republic Pictures, which have never before been seen on television. At one time ABC took an option to buy this package, which gives WATV exclusive screening rights to the films in the metropolitan area.for a period of 18 months. The films have been edited down to 53 minutes, and include such stars as Sunset Carson, Gabby Hayes, Smiley Burnette, Johnny Mack Brown and Wild Bill Elliot.

HOLLYWOOD TELEVISON SERVICE STARTS PRODUCTION - Republic Pictures subsidiary, Hollywood Television Service, started production of its first series, Commando Cody - Sky Marshall of the Universe, 39 of which are now in preparation. The science-fiction series stars Judd Holdren and Aline Towne and features William Schallert. Mel Tucker & Franklin Adreon are producing, with Fred Brannon directing. Start of this series makes Republic the first Hollywood studio to actually get underway on television film production.

RKO-PATHE "SPORTREELS" OFFERED - Edward R. Evans of RKO-Pathe's shorts department, has announced the availability of "Sportreels", which run 6 min., 15 seconds apiece and are available in two packages of 13 subjects each. They come complete with sound-on-film narration and effects, with scripts available if local sports announcers prefer to do the narrations. The films deal with various sports, shot-on-the-spot all over the world. The "Sportreels" can be used singly or two together for special 15-minute programs.

JAFFE AGENCY PACKAGING "C.I.D. AGENT" - Using a kinescope of a live TV program which starred Wendell Corey & Signe Hasso on NBC's Mystery Drama, Paul Radin, vice-president & head of the TV department of the Jaffe Agency is offering C.I.D. Agent as a television film package. Whitfield Cook wrote the first program from material furnished by Irving Wallace who owns rights to the series.

COMMERCIALS PRODUCTION

IMPS(New York) - 6(60") completed for Vitalis thru Doherty, Clifford & Shenfield for Nat'l Spots; SA & LA with VO.

1 (27") completed for Fatima Cigarettes thru Cunningham & Walsh for Network Program; FA (puff chart) with VO.

MURHPY-LILLIS(NY)-1 (95"), 1 (35") completed for Firestone(direct) for Network Program; LA with VO. Zinnia talk.

1 (1'45") completed for Firestone Supreme Tire(direct) for Nat'l Spot; LA with VO.

SARRA, INC. -- 6 (60") being completed for Miracle Green Treated Cargill Lawn Seed thru Bruce B. Brewer & Co (Kansas City) for Local Spot; LA & SA with VO.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

PROGRAM	NET TIME	GUESTS (S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY FEBRUARY 29
RCA Victor Show (Ezio Pinza)	NBC 8pm	Celeste Holm
Not For Publication (Jerome Cowan)	DuM 8:30	Sing A Song Of Sixpence - by Lawrence & Virginia Dugan; with Mary Beth Hughes, Jack Kilty, Bernard Harry Landers, Harold Gary
We, The People	NBC 8:30	Chico Vejar(fighter-actor), Florida Remetier(M)
Rebound(film)	ABC 9pm	The Mine - by Leon Abrams; with Robert Osterloh, Ned Glass, Lee Marvin, Russ Conway, James Bush, Crane Whitley

****Other shows on this date were listed in last week's issue.

		SATURDAY MARCH 1
Betty Crocker	ABC 12N	Pat O'Brien
TV Recital Hall	NBC 5:30	Francis Poulenc, Pierre Bernac
Ken Murray	CBS 8pm	Salute To The National Guard - with Audie Murphy, Maj. Gen. Raymond H. Fleming, Sid Stone, Miss Ruby & Her Dogs, The Bryants(clowns), Tom & Jerry(acro), Tuffy Truesdell (alligator wrestler)
All Star Revue (Olsen & Johnson)	NBC 8pm	Marty May, June Johnson, J.C. Olsen
Faye Emerson	CBS 9pm	Salute To Richmond, Va. - with Virginius Dabney(Ed. Richmond Times Dispatch)
Your Show Of Shows (Sid Caesar)	NBC 9pm	Leo Genn, MC; Robert Merrill, guest
Songs For Sale (Steve Allen)	CBS 9:30	Guest Singers: Teresa Brewer, Guy Mitchell, The Mariners; Judges: Barry Gray, Ray McKinley, Garry Moore
		SUNDAY MARCH 2
American Inventory	NBC 1:30	The Truth About Science Fiction - with Willy Ley, drawings & paintings on rockets & space travel by Chesley Bonesteel
Teatro Televisione (Italian Drama)	WOR 2pm	La Zingara - by Anton Zenco; with Ester Minciotti, Florence Rapanaro, Giuliano Valli, Aldo Santoro
Hllmk Hall Of Fame (Sarah Churchill)	NBC 3:30	Prelude - story of George Sand & Chopin, by Geoffrey Kean; with Miss Churchill, Alan Shayne, Chester Stratton, Ann Shoemaker

CBS-TV Workshop	CBS 4pm	The Beggar's Opera - by John Gay, adapt by B.A. Benson; Music Dir: Lehman Engel; Sets: Henry May; Dir: Dick Linkroum; with Doretta Morrow, Stephen Douglass, Karen Lindgren, Gregory Morton, Joseph Silver, Odette Myrtil, Bernard Kates, Jack Diamond, Wyatt Cooper, Harry Cumpson(clavichordist)
Meet The Press	NBC 4pm	Newbold Morris
Man Of The Week	CBS 5pm	Harold E. Stassen
Mr I Magination (Paul Tripp)	CBS 6pm	The Story Of Private Kissinger - adapt by Rosemary Foster; with Donald Harris
Roy Rogers(film)	NBC 6pm	Outlaw's Town - with William Tannen, Reed Howes, John Crawford, Brett King, Tom Tyler, Art Dillard
Sam Levenson	CBS 6:30	Art Carney & 10-yr-old daughter Eileen
Paul Whiteman	ABC 7pm	Mimi Benzell
Royal Showcase	NBC 7pm	Jeannette MacDonald, Bobby Clark, Dorothy Greener(C)
Ellery Queen (Lee Bowman)	ABC 7:30	King Size Death - by by Robert Tollman, adapt by John C. Gibbs; with Robert Emhardt, Constance Dowling, Madaleine Sherwood, Sally Gracie
This Is Show Bus.	CBS 7:30	Beatrice Lillie, Lou Wills Jr, Peggy Lee, Gary Morton
Toast Of The Town (Ed Sullivan)	CBS 8pm	The Cole Porter Story, Part II - with Cole Porter, Jane Froman, Roberta Peters, Lisa Kirk, Dolores Gray, William Gaxton, Nanci Crompton(D)
Colgate Comedy Hour (Donald O'Connor)	NBC 8pm	Broderick Crawford, Patricia Morison, Cecil Kellaway, Buster Keaton, Sid Miller (FROM HOLLYWOOD)
Arthur Murray	ABC 9pm	Janis Paige, Victor Borge, The Blackburn Twins
Rocky King (Roscoe Karns)	DuM 9pm	Murder Redoubled - by Clinton Spooner; with Jean Carson, Marian Winters, Stephen Elliott, George Palmer
Goodyear Playhouse	NBC 9pm	Treasure Chest - by Robert Alan Aurthur, from Doris Langley-Moore's "All Done By Kindness"; with Cyril Ritchard, Pat Crowley, Murray Hamilton, Peggy Conklin, Pat O'Malley, Parker Fennelly, Jane Rose, Ed Walsh; Dir: Gordon Duff
Plainclothesman (Ken Lynch)	DuM 9:30	The Innocent Embezzler - with William Keene, Herbert Ratner, Ken Duncan, Philip Foster, Rowena Colley, Doug Chandler
Celebrity Time	CBS 10pm	Guests: Pat O'Brien, Rosemary Clooney; Sketch Bits: Mandy Kay, Morton L. Stevens, Rex Williams
What's My Line	CBS 10:30	Roland Young
Cameo Theater	NBC 10:30	Peer Gynt - Part II of 3-part adapt of Ibsen's drama, adapt by Guy de Vry; with Douglass Montgomery, Renee Goddard, Hans V. Twerdowski, Charles Andre, Frances Reid, Martin Brandt, Jack Bittner, Leonardo Cimino, Bill Bartholomew, Wesley Addy

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MONDAY MARCH 3

Langford-Ameche	ABC 12N	Harry Belafonte(folk singer), Milliard Thomas(guitar)
Garry Moore	CBS 1:30	Ray Malone
Ralph Edwards	NBC 3:30	Margaret Hastings (FROM HOLLYWOOD)
Kate Smith	NBC 4pm	Starlighters(S), Smith & Dale, Sonny Kendis Trio
Magic Cottage (Pat Meikle)	DuM 6pm	How Gretchel Met The Talking Satchel - with Richard Shankland & Rod Colbin
H'wood Screen Test	ABC 7:30	Jackie Cooper, guest, in Drugged - with Betsy Palmer, Paul Shyre, Ruth Jung
Mr District Att'y (Jay Jostyn)	ABC 8pm	The Powder-Keg - with Ivy Bethune, Lois Holmes, Richard Cleary; Joseph Bell as "Dr. Colgan", new running part
Lux Theater	CBS 8pm	Night, Be Quiet - by Lee Pogostan; with Sylvia Sidney, Alfred Ryder, Lloyd Gough
Paul Winchell	NBC 8pm	Geraldine Fitzgerald, Stubby Kaye, Tom Ewell
Voice Of Firestone	NBC 8:30	Rise Stevens
Lights Out	NBC 9pm	Private - Keep Out - by Robert D. Duncan, from story by Philip MacDonald; with Melvyn Douglas, Peter Capell Maurice Shrog, Paul Langton, Joan Alexander; Dir: Clay Yurdin
It's News To Me	CBS 9:30	Raymond Massey, Coleen Gray
Robert Montgomery	NBC 9:30	Happy Birthday, George - by Thomas W. Phipps & Robert W. Shackleton; with Jeffrey Lynn, Gaby Rodgers, Ann Jackson, Faith Brook, Wright King, Halliwell Hobbes, Margery Maude, Peter Pagan, John Boyd, Leonard Barry, Winston Ross, Malcolm Brodnick; Dir: Vincent Donehue
Studio One	CBS 10pm	Ten Thousand Horses Singing - by Karl Tunberg; with John Forsythe, Catherine McLeod, Joe Maross, Grady Sutton, Casey Allen, Vincent O'Brien, Roy Johnson, Tiger Andrews, Vaughn Taylor, Rita Morley, George Ives, Maria Riachi, Rudulph Justice Watson, Dick Kelly, Dennis Cross, Jim Nolan, George Forest, James Dean, Mari Lynn, Evans Thornton; Dir: Paul Nickell

TUESDAY MARCH 4

It's A Problem (Fannie Hurst)	NBC 12:30	Should Children Be Given Homework - with Benjamin Fine (NY Times), Dr. Francis M. Crowley(Fordham Univ)
Kate Smith	NBC 4pm	Blue Baron & Orch, Brown & Beige(D), Valletts(baton)
Trapped	WOR 7:30	Solid Steel - with George L. Smith, Kem Dibbs, Nancy Archibald, Virginia Lord
Frank Sinatra	CBS 8pm	Cass Daley, Liberace (FROM HOLLYWOOD)
Texaco Star Theater (Milton Berle)	NBC 8pm	Denise Darcel, Basil Rathbone, Condos & Brandow(D), Eric Thorsen(S)

Met Opera Auditions	ABC 8:30	Carol Jones(mezzo-soprano), Charles Anthony(tenor)
Keep Posted	DuM 8:30	Sen. Burnett R. Maybank, Sen. Harry P. Cain
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Joe Howard, The Pitchmen; Youth: John Sebastian, Kenny Sharpe
Fireside Thtr(film)	NBC 9pm	M'Liss - by John Sheppard from story by Bret Harte; with Rita Moreno, Bill Bishop, John Warburton, Bob Foulk, Joe Granby, Kathleen Freeman, John Vosper, William Ruhl
Suspense	CBS 9:30	Day Of Infamy - by Victor Wolfson; from Kurt Singer's "Ruth, The Beautician"; with Signe Hasso, Scott McKay, Don Hanmer, Paul Andor, Theo Goetz, Mark Athos
Armstrong Theater	NBC 9:30	That Is Dominico - by Hamilton Benz; with Henry Hull, Luis Van Rooten, Andrea Blayne, Joseph Boland, Ellen Barrie; Dir: Gary Simpson
Danger	CBS 10pm	Benefit Performance - with Martin Ritt, Joshua Shelley balance of cast not set at press time
Hands Of Destiny	DuM 10pm	Blackmail - by Eric James Martin; with Lauren Gilbert, Joy Reese, Sara Seegar, Dortha Duckworth, Florence Anguish, Bob Christopher, Frank Borgman
*ADD: Stork Club	CBS 7:45	Michele Farmer, Jean Sablon, Edward Everett Horton

WEDNESDAY MARCH 5

Al Pearce	CBS 10:45am	Duke Art(mud sculptor) (FROM HOLLYWOOD)
It's A Problem (Helen Parkhurst)	NBC 12:30	Children Under Par - with Pearl Buck, Dr. Harold Michalson, Dr. Lawrence B. Slobody
Kate Smith	NBC 4pm	Geraldine Fitzgerald, Marcia Van Dyke, Gordon Obrig
Terror	WOR 7:30	The Empty Chair - by Ferrin Fraser; with Kathleen Bolton, Morris Miller, Gloria McGhee, John Granger, Joseph Kramm
Kate Smith Evening	NBC 8pm	Ethel & Albert, The Szonys(D); also "Fashion Showcase" featuring clothes by French & Italian designers
Kraft Theater	NBC 9pm	What Anne Brought Home - by Larry E. Simpson; with William Redfield, Beverly Dennis, Tom Shirley, Katherine Squire, Michael Dreyfuss, Janet DeGore, Brandon Peters; Dir: Maury Holland
Rendezvous (Ilona Massey)	ABC 9:30	Interrupted Mission - by Gail & Harry Ingram; with Carl Don, Leni Stengel, Evan Thomas, Mike Howard, Sandy Bickart, Ruth Manning
The Web	CBS 9:30	I Hear Footsteps - by A.J. Russell; with Beatrice Straight, Peter Cookson, Thomas Chalmers, Richard Purdy, Kathleen Comegys, Jean Casto; Dir: Lela Swift
Celanese Theater	ABC 10pm	The Animal Kingdom - by Philip Barry, adapt by Philip Barry Jr; with Wendell Corey, Meg Mundy, Jorja Curtright, Karl Malden, David McKay, Anne Francine, Andy Duggan

THURSDAY MARCH 6

It's A Problem (Fannie Hurst)	NBC 12:30	Are People Doing Inferior Work - with Margaret Mead, Mark Starr(ILGWU)
Kate Smith	NBC 4pm	Doretta Morrow, Larry Douglas, Evalyn Tyner, Mrs. Alan Kirk
Stork Club	CBS 7:45	Rudy Vallee, Basil Rathbone
Star Of The Family (Peter Lind Hayes)	CBS 8pm	Harry James, Marilyn Maxwell (FROM HOLLYWOOD)
T-Men In Action	NBC 8:30	The Unlawful Spenders - by Jack Bentkover; with Gene Lyon, Bobby Jordan, Thomas Heaphy, Shirley Blanc, Stewart Bradley, Romeo Muller, Henry Lascoe
Mystery Drama	NBC 9pm	Count Victor Lustig, The Fabulous Swindler - by Thomas W. Phipps; with Vincent Price, Faye Emerson, Neva Patterson, John McGovern, Henry Jones, Tom McElhaney, Ed Gargan, Walter Thomson, Al Thaler, Jean Cameron, Olita Crawford, Adnia Kuznetzoff
Big Town (Pat McVey)	CBS 9:30	Funland - by Charles Robinson; with Olive Deering, Leo Penn, Viola Roache, Herb Nelson, Charles Sylvern
Ford Festival (James Melton)	NBC 9:30	Raymond Massey
Racket Squad(film) (Racket Squad)	CBS 10pm	C.O.D. Honeymoon - by George Carleton Brown; with Frances Rafferty, Fred Eisley, Isabel Randolph, Alphonse Martell, Dorothy Vaughn, Joel Marston
Author Meets Critics	DuM 10pm	How To Keep Our Liberty - by Raymond Moley; Norman Thomas(against), Henry J. Taylor(for)
Martin Kane (Lloyd Nolan)	NBC 10pm	Kurt Katch, Roland Winters, James Dean, Edward Binns
Crime Photographer (Darin McGavin)	CBS 10:30	Invitation To The Dance - by Ben Radin; with Cliff Hall, Steve Gravers, Ruth Hall, Joan Morgan, William Beach, Michael Howard, Al Silvanti, Gordon Stern, Jean Sincere, Charles Welch
NBC-TV Opera	NBC 11pm	The Barber Of Seville - Rossini's comic opera translated & adapt by Charles Polacheck & Peter Herman Adler; with Ralph Herbert, Virginia Haskins, David Cunningham, Emile Renan, Carleton Gauld, Carole O'Hara, Robert Goss, Michael Pollock, David Williams, Roy Urhausen

FRIDAY MARCH 7

Kate Smith	NBC 4pm	Richard & Flora Stuart(D), Billy Mills(pantomimist from WKTV Utica), Robert Maxwell(harpist)
Man Against Crime (Ralph Bellamy)	CBS 8:30	Paul Huber, Joyce Randolph, Joan Wetmore, Maurice Gosfield, Chester Stratton, Gar Smith
Schlitz Playhouse	CBS 9pm	Haunted Heart - TV musical comedy by Arnold Schulman, using 6 songs by Arthur Schwartz; Prod-Dir: William Brown; Staging: Bob Herget; Choral Dir: Ray Porter; Music Dir: Glenn Osser; with William Eythe, Polly Bergen, Joshua Shelley, Maurice Burke, Sheila Bond; balance of cast not set at press time

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Big Story	NBC 9pm	Ike McAnally, Cleveland News - adapt by Alan Chase; with Harry Townes, Harold McGee, John Boruff, Ann Summers, Carl White, Charles Bellin, Ruth White, Norman Shelley
Tales Of Tomorrow	ABC 9:30	Bound Together - by Mel Goldberg; with Nina Foch, Russell Hardie, Robert Webber
Aldrich Family	NBC 9:30	Kenneth Nelson replaces Henry Garrard as "Henry" as of this telecast
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Jan Peerce, Roberta Quinlan
Eloise Salutes	WABD 11pm	Milbourne Christopher(magician)

TALENT LOCATOR SERVICE March 2, 1952

MARIAN ANDERSON to make TV debut Mar 9 via Ed Sullivan Show - AGT: NCAC

JOHN BEAL returned from coast filming of "My Six Convicts" - AGT: Wm Morris JU 6-5100

JOSEPH BULOFF now avail TV - AGT: Al Grossman CI 5-8422

WENDELL COREY now in NYC - AGT: MCA PL 9-7500

JORJA CURTRIGHT film actress now in NYC - AGT: Lester Shurr CH 4-8240

ALAN CARNEY comic avail TV - AGT: Al Grossman CI 5-8422

DENISE DARCEL now in NY - MGR: Marcel Ventura RE 7-3370

BEVERLEE DENNIS comedienne current Versailles - AGT: GAC CI 7-7550

BEVERLY DENNIS film-legit actress - AGT: Louis Shurr CH 4-8240

DIVENA underwater ballerina - AGT: MCA PL 9-7500

MORTON DOWNEY - AGT: MCA PL 9-7500

WALTER HAMPDEN now in NYC - AGT: Lucile Phillips CI 7-3264

DOROTHY JARNAC dancer - AGT: Columbia Concerts CI 7-6900

BOBBY JORDAN former "Dead End Kid" now in NYC for TV

BARRY KROEGER film-legit actor now in NY - AGT: Famous Artists CI 7-6200

DOROTHY LAMOUR current Roxy Theater - AGT: Wm Morris JU 6-5100

JEFFREY LYNN - AGT: Priscilla Morgan, Liebling-Wood VA 6-3714

JEANNETTE MACDONALD & GENE RAYMOND - AGT: Wm Morris JU 6-5100

JACKIE MILES from Miami next week for Palace date

MEG MUNDY - CON DIRECT: RE 4-7439

VIRGINIA O'BRIEN former MGM "dead-pan" singer in NYC for TV - AGT: Ken Later PL 7-6964

JANE PICKENS returned from Europe - MGR: Moe Gale PL 7-7100

BASIL RATHBONE - AGT: MCA PL 9-7500

PHIL REGAN has signed with Earl Peed Assoc, CON: Hank Leeds PL 7-3726

CYRIL RITCHARD English actor in NYC - AGT: John Gibbs Agcy PL 7-5959

ALFRED RYDER legit actor avail TV - AGT: Gloria Safier MU 8-3950

JEAN SABLON - AGT: Martin Goodman JU 6-1180

ZACHARY SCOTT - AGT: Irene Etkin, Affil Artists PL 3-1862

FRANK SINATRA will be in NYC Mar 18 thru Apr 8 - AGT: MCA PL 9-7500

JOHN SEBASTIAN harmonica player - AGT: Columbia Concerts CI 7-6900

ERIC THORSEN baritone - MGR: Allen Herman CO 5-0814

VERA-ELLEN here for picture exploitation - CON: John Joseph MGM JU 2-2000

MARCH 9-15, 1952

VOL. 3 NO. 13 SUPPLEMENT B

NEWS ED: David B. Graham
TALENT ED: Gordon Leigh
BUS. MGR: Darryl A. King

Ross Reports

ON TELEVISION

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(9)

CBS(Ch2) - 2:30-3pm; TITLE CHANGE; The Big Question now is Where Do You Stand? from WTOP-TV(Wash) to the net; Sustaining; Prod - Charles Von Fremd; Assoc Prod - Alma Walker; Dir - Larry Beckerman; Senator Joseph C. O'Mahoney (D.,Wyo) & Senator Russell B. Long (D.,La) will discuss "Who Should Control Tidelands Oil?" on the public-affairs program; Griffing Bancroft of CBS-TV Washington News is the discussion chairman.

7:30-8pm; HIGHLIGHT; Jack Benny Program; from KNXT(LA) to 35 sta plus 19 kine; Sponsor - Amer Tobacco(Lucky Strike) thru BBD&O; Prod - Ralph Levy CBS & Hillard Marks BBD&O; Dir - Ralph Levy CBS; Writers - Sam Perrin, Milt Josefsberg, George Balzer & John Tackaberry; Music Dir - Mahlon Merrick; George Burns will be Jack Benny's special guest on the fourth of six special shows in This Is Show Business time slot(same sponsor).

Mon(10)

ABC(Ch7) - 8-8:30pm alt Mon; LAST SHOW; The Amazing Mr. Malone; from WJZ-TV to 11 sta plus 36 kine; Sponsor - Seiberling Rubber thru Meldrum & Fewsmith(Cleveland); Pkgr - Bernard Schubert; Prod-Dir - Lawrence Schwab, Jr. With Lee Tracy in title role, program debuted 9/24/51.

Tue(11)

CBS(Ch2) - 11:30-11:45pm; HIGHLIGHT; New Hampshire Primary Returns; from WCBS-TV to the net; CBS-TV News & Special Events presents special program analyzing results of the New Hampshire Presidential primary results; Prod - David Zellmer; Dir - Don Hewitt.

DuM(Ch5) - 10-10:30pm; LAST SHOW; Hands of Destiny; from WABD to the net; Sponsored in NY only by Wiss Pinking Shears thru Ellington; Mystery show has been directed by Pat Fay, produced by Charles Parsons.

Wed(12)

DuM(Ch5) - 9-9:30pm; LAST SHOW; Famous Jury Trials; from WABD to the net; Sustaining; Pkgr - John L. Clark, Transamerican; Dir - David Lowe; dramatizations of famous jury trials had been on sustaining basis since November 28, 1951.

Thu(13)

DuM(Ch5) - 10-10:30pm; NETWORK CHANGE; Charlie Wild, Detective; from WABD to 7 sta plus 27 kine; Sponsor - Wine Corporation of Amer(Mogen David Wine) thru Weiss & Geller(Chi); Pkgr-Prod - Larry White & Manny Rosenberg; Assoc Prod - Herbert Brodkin; Dir - Len Valenta; John McQuade continues to star in the title role; program had been on ABC-TV Tue 8-8:30pm. The Author Meets the Critics, formerly seen on DuMont from 10-10:30pm, will be seen a half-hour later 10:30-11pm.

THIS WEEK(cont'd)

Sat(15)

NBC(Ch4) - 6:30-7:30pm; HIGHLIGHT; NBC Symphony Orchestra - Arturo Toscanini Conducting; from WNBT to 15 sta & 21 kine; Spon - Reynolds Metals thru Buchanan; TV Dir - Kirk Browning NBC; First of two successive simulcasts features the music of Franck, Sibelius, Debussy & Verdi.

LAST WEEK'S NETWORK CHANGES

ABC - Rendezvous; LAST SHOW March 5; Wed 9:30-10pm; from WJZ-TV to the net; Sustaining; Pkgr-Prod - Jerry Layton; weekly dramatic adventure programs which starred Ilona Massey made its debut on February 13.

NEWLY ANNOUNCED NETWORK FUTURES

March 22 - Dagmar's Canteen; NBC-TV Sat 12:15-12:45am(after midnight); from WNBT to the net; Sustaining; Prod - Hal Friedman NBC; Dir - Alan Neuman NBC; Writers - Lou Meltzer & Allan Walker; Dagmar, of Broadway Open House fame, returns with an informal program featuring the men and women in the Armed Forces; the program will have as regulars Ray Malone, dancer & singer and Milton DeLugg, accordionist, plus a comedian who is yet to be announced.

SPONSOR ACTIVITY

KNOX GELATINE thru Weintraub has purchased the 8:45-8:55am Monday segment on Today (NBC-TV Mon-Fri 7-9am), the first 10-minute segment sold on the early morning show.

GOODRICH TIRE thru BBD&O has renewed the World Video package, Celebrity Time(CBS-TV Sun 10-10:30pm), for 13 weeks.

AMERICAN CHICLE(Clorets Chlorophyll Gum) thru Dancer-Fitzgerald-Sample, has renewed sponsorship of Rocky King, Detective (DuM Sun 9-9:30pm)

PIEL'S BEER thru Kenyon & Eckhardt will sponsor the Dangerous Assignment series in New York (WNBT) & Philadelphia (WCAU-TV) for 52 weeks.

HOUSE OF WESTMORE, INC. thru Harry B. Cohen, has purchased spots in major markets for its Tru-Glo liquid make-up.

NYC LOCAL STATION ACTIVITY

WCBS-TV- Al Gannaway's Half Pint Party; RETURN March 8; Sat 1:15-2pm; Sponsor - Mac-Levy Talent Studios thru Associated Advertising Service(first ¼hr only); Pkgr - Gannaway & Morgenthau Productions; Prod - Henry Morgenthau III & Charles McGregor; Dir - Vern Diamond WCBS-TV; Al Gannaway, MC's youngsters talent show in an informal party atmosphere; program was seen from February thru May of 1951 on ABC-TV. West Hooker agented deal of the packagers.

WJZ-TV - The Tommy Henrich Sports Show; DEBUT March 11; Tue & Th 7:15-7:30pm; Sponsor Socony-Vacuum Oil Co(Mobilgas) thru Compton; Dir - Roger Shope; Writer - Frank Scott; Tommy Henrich, former big-league baseball player, will interview prominent sports personalities & show latest films of sports events.

Claire Mann Glamour Show; NEW TIME; Mon 1-1:30pm; Sponsors - Buitoni Products & Pfaff Sewing Machines (both direct); Prod - Claire Mann; Dir - Burke Crotty; show had been seen for fifteen minutes, and was expanded when Pfaff picked up the second quarter-hour of the show on which Claire Mann gives diet, exercise, beauty and fashion hints.

NYC LOCAL STATION ACTIVITY(cont'd)

WNBT - Dangerous Assignment; DEBUT March 10; Mon 10:30-11pm(on film); Sponsor - Piel's Beer thru Kenyon & Eckhardt; Pkgr-Syndicator - NBC; Prod - Harold E. Knox; Dir - Bill Karn; Asst Dir - William McGarry; Camera - Lester H. White; Film Ed - Maurice Wright & Edward Schroeder; Art Dir - George Van Marter; Prod Mgr - Frank Parmenter; Sound - Earl Snyder; Brian Donlevy stars in new adventure series, with Herb Butterfield another program regular.

Telethon for New York Cardiac Hospital; HIGHLIGHT; From midnight, March 14, until 5pm, March 15; Dean Martin & Jerry Lewis will stage an 18-hour telethon for the purpose of raising funds for the construction of the New York Cardiac Hospital, the first all-cardiac hospital in the country. Among those who will appear are Mayor Impellitteri, Dave Garroway, Sid Caesar, Guy Mitchell, Ella Fitzgerald, Paul Winchell, Tex and Jinx, Faye Emerson, Sarah Vaughn, Peggy Lee, Ed Sullivan, Morey Amsterdam, Dorothy Dandridge, Nat "King" Cole, Dagmar, Mel Torme, Larry Storch, Eddy Fisher, DeMarco Sisters, Smith & Dale, Sam Levenson, Molly Goldberg, Eileen Barton, Jimmy Nelson, "Rootie Kazootie", Juanita Hall, Donald Richards and Buster Crabbe.

WOR-TV- Dark Destiny; DEBUT March 17; Mon 7:30-8pm; Sustaining; Prod - Robert Arthur; Dir - David Kogan; Writers - Arthur & Kogan; new mystery program is an adaptation of a radio series which was heard on WOR in the early 1940's.

Happy Felton's Knot-Hole Gang; RETURN April 18; Sponsor - Loew's Theaters thru Donahue & Coe; the half-hour program featuring Happy Felton & sandlot baseball players will again precede every Brooklyn Dodger home game telecast.

HOLLYWOOD LOCAL STATION ACTIVITY

KNXT - Boxing Bouts; DEBUT March 13; Thurs 6-7:30pm; Dave Kaufman will be matchmaker & Tom Harmon will call the fights which will be staged in the KNXT studios; strict adherence to AAU regulations will be observed, and studio audiences will be admitted free, making it unnecessary for the station to be licensed by the California Athletic Commission.

KTTV - Front Page Detective; RETURNED March 3; Mon 8-8:30pm; Sustaining; Pkgr - Jerry Fairbanks; Prod - Riley Jackson; Dir - Arnold Wester; Series starring Edmund Lowe will be seen on a second-run basis. Famous Jury Trials, formerly seen on this day & time, has moved to Thursdays 8:30-9pm.

NEWS DIGEST

NBC TELEVISION NETWORK DATA CHART, FEBRUARY 1 - Against an increase of over 600,000 sets during the month of December, NBC's new Data Chart indicates that for the month of January there were 352,300 additional sets installed in 64 markets; with 15,262,600 sets in 52 interconnected markets and 866,700 sets in 12 non-interconnected markets for a total of 16,129,300 sets installed.

82 STATIONS SIGN NARTB PROGRAM CODE - All four of the TV networks and 82 of the 108 TV stations in the country have signed the new TV program practices code which became effective on March 1. The code review board of the NARTB decided at a meeting last week that all code interpretations at the NARTB staff level would be confirmed by the board until sufficient precedent had been established.

ABC STATIONS FORM SPOT SALES ORGANIZATION - Don L. Kearney, eastern spot sales manager for ABC-TV, has been named national manager of ABC-TV Spot Sales, an independent spot sales organization formed by ABC owned-and-operated TV stations. Other appointees were Roy McLaughlin, Joe Henry, Bill Laramie and Dave Sacks. - (more)

NIELSEN LAUNCHES NEW SERVICE; SIGNS 6 NEW CLIENTS - A.C. Nielsen, president of the marketing research firm, has announced a new service, the Nielsen Coverage Service, a nationwide measurement of the weekly and monthly audience coverage of radio and TV stations and networks, based on an entirely new and improved research technique. NBC has placed the first contract for the service. Other new Nielsen clients include the Ford Foundation, for both Radio & TV Ratings Reports ABC-TV network for the Marketing Service; Station WJZ-TV(NY) for New York TV ratings the Arthur Meyerhoff agency for Radio Ratings Reports and Carter Products for TV Index Complete Service.

TIME, INC. ACQUIRES TV STATION IN NEW MEXICO - A.M. Pepperday, president & treasurer of the Albuquerque Broadcasting Co operating stations KOB and KOB-TV, has announced the sale of the radio-TV properties to Time, Inc. Wayne Coy, former FCC chairman will be president and half-owner of the properties, and is expected to take over operation of the stations as soon as the deal has been okayed by the FCC. Selling price is reported to be approximately $900,000.

PERSONNEL ITEMS: Murray Grabhorn has joined the Edward Petry Co, radio & TV station reps, as director of business developemnt. He was formerly managing director of the National Association of Radio & TV Representatives. .....Harold Fair, program director of WHAS-TV, Louisville, has resigned to head the radio-TV department of Bozell & Jacobs, NY advertising agency.....James Merrick, formerly associated with Gloria Safier, has joined the television department of the Liebling-Wood management office.....Mrs. Martha Jean Smith, former NY TV production executive, has been appointed sales representative of United Artists Television in Baltimore.

FILM DIGEST

PATHE TV CORPORATION IS NEW TV FILM SYNDICATOR - Pathe Industries, Inc.,has set up a new television film syndication firm to be known as Pathe TV Corp, starting out with a reputed budget of $6,250,000 for financing and distribution of the output of established producers. Bruce Eels, formerly with Young & Rubicam, and for the past five years head of his own transcription firm, will head the new corporation. In addition to Eels, board members include William C. MacMillen, Jr., president of Pathe Industries, Henry Briggs, James Wolcott and Livingston Goddard.

LANCER PRODUCTIONS FORMED BY CROSBY ENTERPRISES - A new producing organization, Lancer Productions, has been formed by Bing Crosby Enterprises as a subsidiary firm for the production of four new half hour TV film series: Those Were the Days, a story line format set in a small town; Trauma, psychological suspense series; Corny Johnson, comedy-drama stories of a Broadway character; and an untitled anthology. Basil Grillo, executive vice-president of Crosby Enterprises, heads the new firm along with Bernard Girard, producer-director of the Rebound series and Dick Dorso, producer of the Perry Mason series. Crosby will finance, make available production facilities at RKO and distribute the finished product.

MITCHELL GERTZ COMPLETES TWO PACKAGES - TV producer Mitchell Gertz has announced the completion of two TV packages, Prestige Theater and Nothing New Under the Sun. Bill Heath has completed direction of 13 half-hour films in the Nothing New series, with Art Pierce as production coordinator and Ed Kelson & Leslie Swabacker writing the series.

NASSER BROS GETTING SOME BREAKS - With several possible deals under way for the sale or re-financing of their General Service Studios, announcement of which preceded a decision by U.S. Referee in Bankruptcy Benno M. Brink in their favor, James & George Nasser, film producers, are finally coming into their own. Negotiations are under way for the Mutual Life Insurance Co of NY to either buy General Service Studios for $2 million dollars or grant the owners a $1 million dollar loan, and at the same time there is interest from two other sources. Referee Brink has ruled that according to a distribution pact the Nasser's had with United Artists, it was up to UA to distribute four pictures, produced by the Nasser's, to TV when television became a commercial factor. Since UA has not released the films to TV, the Referee gave TV distribution rights to the producers.

"PAN AMERICAN SHOWTIME" READY FOR RELEASE - Matty Kemp, of Kemp-Brighton Productions, has completed filming on the first 13 half-hour programs in the Pan American Showtime series. The films were made at the Tepeyac Studios in Mexico City, all thirteen having been completed in 14 days. S-M-F, the Robert Stillman, Seton I. Miller, George Frank company which financed Kemp-Brighton, will release the series.

DOUGLAS FAIRBANKS, JR. FILMING "TERRY & THE PIRATES" - Douglas Fairbanks, Jr. has started production of the Terry and the Pirates series, with Richard Irving directing. 26 of the half-hour films are in progress with John Baer in the title role. John & Gwen Bagni are writing the series which is based on the Chicago Tribune-NY News Syndicate's comic strip. Marie Blanchard will be seen as Burma, William Tracy as Hotshot Charlie, Gloria Saunders as the Dragon Lady and Jack Krueshen as Chopstick Joe.

COMMERCIALS PRODUCTION

IMPS(New York) - 2 (60") completed for Pall Mall thru Sullivan, Stauffer, Colwell & Bayles for Nat'l Spot; LA with VO.

1 (30") & 1 (20") completed for Fatima Cigarettes thru Cunningham & Walsh for Nat'l Spot; FA with VO.

1 (60") & 1 (20") completed for Chase & Sanborn thru Compton Advertising for Nat'l Spot; SA & LA with LS & VO.

M.P.O. Prods(NY)- 6 (90") completed for Ford Cars thru J. Walter Thompson for Nat'l Spots; LA with VO.

SCREEN GEMS, INC- 2 (60") & 2 (20") completed for Procter & Gamble (Cheer) thru Young & Rubicam for Nat'l Spot; 2 LA & 2 SA with DR.

SOUNDMASTERS(NY)- 1 (60") completed for Bufferin thru Young & Rubicam for Nat'l Spot; SA & LA with LS & VO.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

PROGRAM	NET TIME	GUESTS
	(S - Singer; D - Dancer; C - Comic; M - Musician)	
	FRIDAY MARCH 7	
Twenty Questions	DuM 8pm	Pat Frank(novelist)
Not For Publication (Jerome Cowan)	DuM 8:30	The Big Whitewash - with Jim Nolan, Abe Simon, Franklyn Fox, Lee Graham, Peggy Pitou, Leslie Litomy
We, The People	NBC 8:30	Stella Shaw(teacher-pianist), Nancy Chertok(paralysis victim), Aldo Ray

****Other shows on this date were listed in last week's issue.

	SATURDAY MARCH 8	
TV Recital Hall	NBC 5:30	Luboshutz & Nemenoff(duo-pianists)
Ken Murray	CBS 8pm	Virginia O'Brien, Robert Sterling, Bethel Leslie, Trini Reyes(D), Renzo Cesana("The Continental"), Rafael Mendez(trumpeter), Harry Spitzer & Mule
All Star Revue (Ed Wynn)	NBC 8pm	Jimmy Durante, Edmond Keenan Wynn, Tracy Keenan Wynn (FROM HOLLYWOOD)
Faye Emerson	CBS 9pm	Hospital Town, USA - with wounded Army, Navy, Air Force veterans (FROM ST. ALBANS HOSPITAL)
Your Show Of Shows (Sid Caesar)	NBC 9pm	Larry Storch, Vanessa Brown, Tommy Trent(puppeteer), Great Ballantine; Caesar & Coca vacation today, Mar 15
Songs For Sale (Steve Allen)	CBS 9:30	Guest Singers: Rudy Vallee, Eileen Barton, Peggy Lee; Judges: Barry Gray, Joan Edwards, Manny Sachs, Bill Silbert, Bob Merrill
	SUNDAY MARCH 9	
American Inventory	NBC 1:30	Our Stake In Europe - with John J. McCloy(US High Com in Germany), Jean Monnet(French economic planner), John G. Forrest(NY Times)
Tilmk Hall Of Fame (Sarah Churchill)	NBC 3:30	Juliette Low And The Girl Scouts - by Jean Holloway; with Lucile Watson, Basil Howes, Madeleine Clive, Helen Marcy, Riza Royce, Diana Barton, Robert Daggett, Adelaide Bean, Betty Lou Keim, Florence Kressler, Ellen Barrie, Joan Potter, Susan Strong, Gerriane Raphael, Eileen Nakamora, Mata DeSoto, Dale Engel
CBS-TV Workshop	CBS 4pm	The Talking Cure - by Edith & Samuel Grafton; with John Krchniak, John Baragrey, Miriam Winters, Virginia Mattis, Nicholas Joy, Virginia Bell, Janine Chapman, Bruce Drury, James Davidson, Doris Roberts; Dir: Dick Linkroum
Meet The Press	NBC 4pm	Sen. Robert Taft
Man Of The Week	CBS 5pm	Secty of the Army Frank Pace Jr.

Meet The Masters(film)	NBC 5:30	Marian Anderson; Franz Rupp, accompanist
Mr I Magination (Paul Tripp)	CBS 6pm	Hernando Cortez - by Rosemary Foster; with Butch Cavell
Roy Rogers(film)	NBC 6pm	The Unwilling Outlaw - with Sherry Jackson, Stan Joll, Dale Van Sickle, George Lewis, William Fawcett
Sam Levenson	CBS 6:30	Richard Tucker & four sons
Paul Whiteman	ABC 7pm	Margaret Whiting
Royal Showcase (George Abbott)	NBC 7pm	Herb Shriner, Dolores Gray, 4-H Club National Talent winners
Ellery Queen (Lee Bowman)	ABC 7:30	The File Of Death - by Henry Misrock; with Tamara Geva, Lawrence Fletcher, Joe De Santis, Robert Jewitt, Gene Galvin
Jack Benny	NBC 7:30	George Burns & Gracie Allen (FROM HOLLYWOOD)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Nancy Walker, Giuseppe de Stefano, Romo Vincent, Jeff Dane & Jerry Collins(C), Lew Parker, The Greyhounds
Colgate Comedy Hour (Bob Hope)	NBC 8pm	Anna Maria Alberghetti, Martha Stewart, Georgie Tapps, Les Brown & Orch (FROM CAMP ELLIOT, CALIFORNIA)
Arthur Murray	ABC 9pm	Teresa Brewer, Zola Mae Shaulis; Victor Borge subs for Mrs. Murray
Rocky King (Roscoe Karns)	DuM 9pm	Past, Present And Future - by Frank Phares; with Serena Sand, Guy Tano, Joe Marr, John Valent
Philco Playhouse	NBC 9pm	Dusty Portrait - by Sumner Locke Elliott; with John Newland, Audra Lindley, Rita Vale, John McLiam, Elizabeth Eustis, Anita Bolster, Neil Fitzgerald, Basil Langton, Roger Plowden, Victor Beecroft, Ronald Adams, Frank Rowlan, John Boyd, Anne Ives, Pamela Roberts, Richard Newton; Dir: D. Mann
Plainclothesman (Ken Lynch)	DuM 9:30	The Cultured Mug - with Floyd Buckley, William Remick, Joanne Dolan, Joanne Woodlock, William Zuckert, Blake Sims
Celebrity Time	CBS 10pm	Guests: Virginia O'Brien, Jackie Cooper; Sketch Bits: Leta Bonynge, Enid Rodman, Laurence Ryle, Ernest Sarracino, Cindy Cameron
Cameo Theater	NBC 10:30	Peer Gynt - Part III of 3-part adapt of Ibsen's classic by Guy de Vry; with Douglass Montgomery, Winfield Hoeny, Frances Reid, Wesley Addy, Humphrey Davis, Gavin Gordon, Philip Coolidge
*ADD:Teatro Televisione (Italian Drama)	WCR 2pm	La Torre di Benmar - by Fablo Carelli; with Rachelina Minciotti, Gui Morsella, Rene Roberti, Alfredo Poli, Anita Roberti

MONDAY MARCH 10

The Egg And I	CBS 12N	Betty Lynn replaces Pat Kirkland from this date
Garry Moore	CBS 1:30	Romo Vincent
Recipe For Happiness	WABD 1:30	Glenn Riggs subs for Allen Prescott Mar 6 thru Mar 13
Kate Smith	NBC 4pm	Joey Faye, Jack Albertson, Herbie Faye, Eddie Hanley, Leonard Sues, Phil Gordon(Pianist, WDSU, New Orleans)
Magic Cottage (Pat Meikle)	DuM 6pm	Lottie Goodluck's Pinocchio Problem - with Kitty Cosgriff, Lionel Wilson; Hal Cooper subs for Meikle
H'wood Screen Test	ABC 7:30	Judith Evelyn, guest, in Terror - with Edward Andrews & Philip Robinson
Press Conference	WOR 7:30	Leonard Probst(Probation Commission, State Of NY)
Perry Como	CBS 7:45	Nat "King" Cole
Amazing Mr Malone (Lee Tracy)	ABC 8pm	Dark Secret - by Alvin Boretz; with Fred Beir, Rita Gam, Jeanne Shepherd, Harry Landers, Victoria Carlson
Lux Theater	CBS 8pm	The Promotion - by Andrew Duggan; with Thomas Mitchell Ann Jackson, Clifford Sales, Ann Seymour, Richard Carlyle; Dir: Fielder Cooke
Talent Scouts (Arthur Godfrey)	CBS 8:30	Betty Johnson(S), Norbert Winkler(baritone), Dell Rio Quartet(S), The Madcaps(C-M); Godfrey returns
Voice Of Firestone	NBC 8:30	Jusse Bjoerling
Lights Out	NBC 9pm	The Upstairs Floor - a 2-character teleplay by Lucile Fletcher; with John Forsythe & Josephine Hull; Dir: Grey Lockwood
Robert Montgomery	NBC 9:30	Guardian Of The Clock - TV drama in blank verse by Irving Gaynor Neiman, from short story by Robert Zacks; with Mr. Montgomery, Jack Hartley, Helen Shields, Marcia Van Dyke, P.J. Kelly, Gene Blakely, George Kluge, Martin Kingsley Lester Lonergan Jr, Truman Smith, Charles Jordan, William Smithers; Dir: Norman Felton
Studio One	CBS 10pm	Wings Of The Dove - by Henry James, adapt by Howard Merrill; with Charlton Heston, Stella Andrew, Felicia Montealegre, Berry Kroeger, Tom Tyrell, Noel Leslie; Dir: Franklin Schaffner

TUESDAY MARCH 11

It's A Problem (Fannie Hurst)	NBC 12:30	The Meaning Of Laughter - with Max Eastman, Dr. Norman Kelman
Barbara Welles	WOR 2:45	TV And Electronics As A Career - discussed by J.R. Poppele and John Rider
Kate Smith	NBC 4pm	Claudia Pinza, Frank McHugh, Dave Appollon
Trapped	WOR 7:30	Little Drops Of Blood - with Vanessie Clark,Mac McLeod, Blake Simms, Paul Clark

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[illegible]	[illegible]	[illegible]

TUESDAY MARCH 11(Cont'd)

Stork Club	CBS 7:45	Helmut Dantine, Frank Fay
Frank Sinatra	CBS 8pm	Andrews Sisters, Jimmy Boyd, Larry Griswold(C), (FROM HOLLYWOOD)
Texaco Star Theater (Milton Berle)	NBC 8pm	Rise Stevens, Phil Regan, Bobby Lucas(S), Robert Maxwell(harpist)
Met Opera Auditions	ABC 8:30	Jack deLon(tenor), Beverly Hunziker(coloratura)
Keep Posted	DuM 8:30	Sen. George W. Malone, Henry H. Fowler
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Wally Brown, The 3 Arnauts; Youth: Junie Keegan (S), The 3 Buddies(D)
Fireside Thtr(film)	NBC 9pm	The Secret - by D.O. Jowitt; with John Hoyt, Marguerite Churchill, Gary Gray, James Craven, Emory Parnell, Harry Stewart, Gil Barnett, Ivory James, Paul Collins, Zayda Lord
Suspense	CBS 9:30	Four Days To Kill - by Morton Fine & David Freidken, adapt by Alvin Sapinsley; with Robert Keith Jr, Joseph Buloff, Robert Emhardt, Lewis Charles, Madeleine Sherwood, Johnny Dale, Harold Gary
Armstrong Theater	NBC 9:30	The Man In 308 - by Frank O'Neill; with Leslie Nielsen, Frances Helm, Grace Valentine, Janet Fox, Gene Leonard, Eddie Hyans; Dir: Ted Post
Danger	CBS 10pm	Tattoo Of Terror - by Eugene Vale; with Cara Williams, Will Hare, Cy Oakland, Victor Thorley, Ray Julian, Philip Hepburn, Gwilym Williams, Dennis Cross, Carl Don
Hands Of Destiny	DuM 10pm	What Doth It Profit - by John Gay; with Lila Lee, Jack Davis, Arthur Hutt, Calvin Thomas, Shirley Ballard, Rupert LaBelle, Honey McKenzie

WEDNESDAY MARCH 12

It's A Problem (Helen Parkhurst)	NBC 12:30	Feeding The Child - with Dr. Edmund Joyner, Dr. Arthur Anderson
Garry Moore	CBS 1:30	Morgan the dog, Noonan & Marshall, Lucile Watson
Ralph Edwards	NBC 3:30	Norma Terris (FROM HOLLYWOOD)
Kate Smith	NBC 4pm	Alexander Kerensky, Randolph Symonette(basso), Evalyn Tyner, Ethel & Albert
Terror	WOR 7:30	The Caged Ones - by Mel London; with Linda Reid, Jerome Collamore, Marian Leeds, Richard Earle, Bernie Rich
Godfrey & Friends	CBS 8pm	The Vagabonds
Kate Smith Evening	NBC 8pm	Henny Youngman, The DeMarco Sisters, Eddie Condon & Orch, The 3 Rockets(D), Chandra Kaly Dancers

WEDNESDAY MARCH 12(Cont'd)

Famous Jury Trials	DuM 9pm	James Little, Donald Curtis, George Randolph, William Keene
Kraft Theater	NBC 9pm	The Thief - by Henri Bernstein; with Carol Wheeler, Robert Shackleton, Wright King, Vaughn Taylor, Lauren Gilbert, Beverly Whitney; Dir: Stanley Quinn
The Web	CBS 9:30	The Phantom Of The Bridge - by Leon Ware, adapt by Alvin Sapinsley; with Paul Langton, Bobby Santon, Rusty Lane, John Marriot, Sam Gilman, Steve Parker, Harry Cooke, Edith King, Shirley Standlee; Dir: Herbert Hirschmann
Pulitzer Playhouse	ABC 10pm	Monsieur Beaucaire - by Booth Tarkington, adapt by Lawrence Hazard; with Vincent Price, Anna Lee, Audrey Meadows, Hugh Griffith, Skedge Miller, Howard Weirum, John Hildebrand, Earl Hammond, Gerald Savory, Sally Gracie, Rosalind Ivan

THURSDAY MARCH 13

It's A Problem (Fannie Hurst)	NBC 12:30	Must Leisure Time Be Wasted Time - Dr. Alexander Reid Martin, Dr. Eduard Lindeman
Garry Moore	CBS 1:30	Betty Walker & Billy Sands(C)
Kate Smith	NBC 4pm	Ralph Herbert, Milt Herth Trio(M), Slip, Slap & Slide
Stork Club	CBS 7:45	Aldo Ray, Basil Rathbone
T-Men In Action (Walter Greaza)	NBC 8:30	The Brotherly Love - by Jack Bentkover; with Adelaide Bean, Harry Davis, James Gregory, Joe De Santis, Herbert Armstrong, Albert Nadler
Big Town (Pat McVey)	CBS 9:30	The Book Shop - by Charles Robinson; with Boris Marshalov, E.G. Marshall, Louise Buckley, Herbert Ratner, Fay Sappington, Robert H. Harris
Ford Festival (James Melton)	NBC 9:30	Edward Everett Horton
Racket Squad(film) (Reed Hadley)	CBS 10pm	The Home Wreckers - with Frances Charles, James Seay, Dorothy Gilcrest
Charlie Wild (John McQuade)	DuM 10pm	The Robber's Rest - with John Shellie, Connie Ford, William Kemp
Martin Kane (Lloyd Nolan)	NBC 10pm	John Bleifer, Miriam Goldina, Michael Strong, Robert Carricart, Charlotte Knight, Blanche Yurka, Stewart Bradley
Crime Photographer (Darin McGavin)	CBS 10:30	Black Widow - by Alvin Sapinsley; with Elizabeth Yorke Lydia Clarke, Dorothy Peterson, Nicholas Joy, Erik Rhodes, Ruth Chandler, Doreen Lang
Author Meets Critics	DuM 10:30	God And Man At Yale - by William F. Buckley; Julian Ronan(for), Fred Rodell(against)

FRIDAY MARCH 14

It's A Problem (Helen Parkhurst)	NBC 12:30	Is Youth In Trouble Today - Dr. Rose Franzblau, Alexander Breinan

Garry Moore	CBS 1:30	Dr. Wernher von Braun(Army Ordnc Guided Missile Grp)
Kate Smith	NBC 4pm	The Dunhills(D), Frederick Marvin(pianist), Jimmy Nelson, Ruggiero Ricci(violinist), Sen. Hubert H. Humphrey
RCA Victor Show (Ezio Pinza)	NBC 8pm	Patricia Morison (FROM HOLLYWOOD)
Man Against Crime (Ralph Bellamy)	CBS 8:30	Peggy Conklin, Patricia Wheel, Dennis Harrison, Gene Baxter, Charles Campbell
Schlitz Playhouse	CBS 9pm	Make Way For Teddy - by Donn Ettlinger, from Ambrose Flack's novel "Room For Teddy Roosevelt"; with Walter Hampden, Anne Crowley, Laura Weber, Philip Abbott, Jack Weston, Irene Manning, Cameron Prud'homme, Kenneth Walken, Charles Eggleston; Prod-Dir: Joe Scibetta
ig Story	NBC 9pm	M.W. Hout, Champaign (Ill) News-Gazette - adapt by Max Ehrlich; with Robert F. Simon, David Orrick, Peggy Allenby, Elaine Ellis, Sam Locante, Alfred Ward, William Brower, Frank Daly
Tales Of Tomorrow	ABC 9:30	The Diamond Lens - adapt by Max Ehrlich from story by Fitz-James O'Brien; with Franchot Tone, Luis Van Rooten, Theo Goetz, Rudulph Justice Watson, Nina Varella, Robert Bernard
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Clark Dennis(S), Nancy Donovan, Art Carney
Eloise Salutes	WABD 11pm	Veronica Lake, Alex Segal

TALENT LOCATOR SERVICE

March 9, 1952

JOEY ADAMS - AGT: MCA PL 9-7500

FAY BAINTER now in NYC

BOBBY BREEN singer avail TV - AGT: Wm Morris JU 6-5100

CARMEN CAVALLARO orchestra leader in NY for TV - AGT: MCA PL 9-7500

JERRY COLONNA - AGT: Wm Morris JU 6-5100

JOHN CONTE - AGT: MCA PL 9-7500

ARAINE DAY - AGT: Wm Morris

DAGMAR - CONTACT: Jaffe & Jaffe PL 9-5767

BETTY GARRETT - AGT: Wm Morris

PAULETTE GODDARD in NY early Apr - AGT: Wm Morris JU 6-5100

PETER LIND HAYES & MARY HEALY from coast mid Apr - PRESS: Hal Salzman JU 6-4300

UNE HUTTON from LA next week for TV

JULIE HARRIS - AGT: Wm Morris JU 6-5100

HOPE EMERSON avail NYC TV - AGT: Bonnie Alden, Baum-Newborn Agcy MU 8-1380

HERB JEFFRIES here for TV - AGT: MCA

BORRAH MINEVITCH and group in NY for TV

HENRY MORGAN comedian in NY for TV

THE NICHOLAS BROTHERS in NY next week for Sinatra TV show

JANE POWELL MGM singer current Copacabana

PHILIP REED returned from Havana - AGT: Wm Morris JU 6-5100

MICKEY ROONEY here for next Celanese Thtr

SABU - AGT: Wm Morris JU 6-5100

ANN SHERIDAN - AGT: Wm Morris

ADELAIDE VAN WEY Creole singer - AGT: Muriel Francis PL 9-5600

MARCH 16-22, 1952

VOL. 3 NO. 13 SUPPLEMENT C

NEWS ED: David B. Graham
TALENT ED: Gordon Leigh
BUS. MGR: Darryl A. King

Ross Reports

ON TELEVISION

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910
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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(16)

ABC(Ch7) - 7:30-8pm; DEBUT; Foursquare Court; from WJZ-TV to the net; Sustaining; Prod - David Lown Productions in assn with ABC-TV; Assoc Prod - Albert T. Knudsen; Dir - Seymour Robbie; new public service program features Norman Brokenshire as moderator of a panel composed of two ex-convicts and two authorities in fields related to crime rehabilitation. The panel will discuss cases and attempt to offer solutions for the persons involved. The ex-convicts will be masked.

NBC(Ch4) - 4:30-5pm; NEW TIME; NBC Television Recital Hall; from WNBT to the net; Sustaining; Prod - Charles Polacheck; Dir - John Bloch; moves to this time from Saturdays 5:30-6pm.

Mon(17)

ABC(Ch7) - 11:30am-1pm Mon thru Fri; NEW SCHEDULE; Paul Dixon Show, formerly seen from 11:30am-12n, moves to the 12:30-1pm time slot; 3 film shows, The Feminine Touch(11:30am-12n), Armchair Adventure(12n-12:15pm) & The World We Live In(12:15-12:30pm) complete temporary new schedule.

8-8:30pm; NEW TIME; The Projection Room; from WJZ-TV to the net; Sustaining; New series of mystery films, introduced by comedienne Ruth Gilbert in the role of a Hollywood producer's Girl Friday who has charge of private screenings, made its debut on Wed, March 12.

8:30-9pm; DEBUT; Stars and Starters; from WJZ-TV to the net; Sustaining; Pkgr-Prod - Barry-Enright; Dir - Charles Powers ABC; Jack Barry plays host to youthful amateur candidates who seek musical or dramatic fame and fortune, with three established stars lending a hand to the starters; the winner, selected by the studio audience, will receive gifts and opportunities for auditions with casting directors of film companies and Broadway producers.

Wed(19)

DuM(Ch5) - 9-9:30pm; DEBUT; It's A Business; from WABD to the net; Sustaining; Prod - Paul Rosen; Dir - Frank Bunetta; Writer - Bob Weiskopf; Musical Dir - Alvy West; new situation-comedy musical series stars singer Bob Haymes and comedian Leo De Lyon as partners of a music publishing firm in pre-prohibition NY and features Dorothy Loudon as their singer-secretary. Replaces Famous Jury Trials in this time slot.

Thu(20)

CBS(Ch2) • 3:30-4pm; DEBUT; Give and Take; from WCBS-TV to 19 sta; Sponsor • Cannon Mills thru Young & Rubicam; Prod - John Carney CBS; Dir - Frank Satenstein CBS; Anncr - Bill Cullen; John Reed King will be MC of TV version of the popular radio quiz program, with each telecast featuring five contestants selected from the studio audience.

NBC(Ch4) • 9-9:30pm alt Thu; DEBUT; Gangbusters; from WNBT(on film) to 29 sta plus 17 spot markets; Sponsor - Chesterfield Cigarettes thru Cunningham & Walsh; Pkgr-Prod - Phillips H. Lord; new dramatic crime-expose series will alternate with Dragnet; the series is based on actual case histories taken from the files of city, state and federal law enforcement agencies, and cites names, places, date and circumstances with complete adherence to fact; as in its radio counterpart, Gangbusters will offer up-to-the-minute clues on wanted criminals.

Fri(21)

CBS(Ch2) • 10-10:30pm; NEW TIME; Hollywood Opening Night; from WCBS-TV(on film) to the net; Sponsor - Pearson Pharmacal(Ennds) thru Harry B. Cohen; Second run series of dramatic films made by Revue Productions in H'wood, will be seen in this spot for 2 weeks only, and then dropped.

Sat(22)

NBC(Ch4) • 3:45-4pm; RETURN; The Nick Kenny Show; from WNBT to the net; Sustaining; Prod - Albert McCleery; Assoc Prod - Charles Kenny; Dir - Robert Wilbor; columnist Nick Kenny returns with guest-interview show; program had been off the air for approximately 6 weeks.

12:15-12:45am(after midnight); DEBUT; Dagmar's Canteen; from WNBT to the net; Sustaining; Prod - Hal Friedman; Dir - Alan Neuman; Writers - Lou Meltzer & Allan Walker; Dagmar will be hostess on an informal program featuring the men and women in the Armed Forces; with dancer Ray Malone, accordionist Milton DeLugg and a comedian, not yet announced.

LAST WEEK'S NETWORK CHANGES

ABC-TV • The Adventures of Ellery Queen; LAST SHOW March 9; Mystery-adventure series returns Wed, April 16 under the sponsorship of Bayuk Cigars.

Frances Langford-Don Ameche Show; LAST SHOW March 14; from WJZ-TV to the net; Mon thru Fri 12-1pm; with the permission of two quarter-hour sponsors, each taking 3 quarter-hours per week (Warner-Hudnut thru Kenyon & Eckhardt and Lever Bros thru N.W. Ayer), ABC dropped the program which was budgeted at $40,000 per week.

CBS-TV - Live Like a Millionaire; LAST SHOW March 14; from WCBS-TV to the net; Program, which was seen alternate Fridays from 10-10:30pm was packaged by Masterson, Reddy & Nelson. Gen'l Mills(Knox-Reeves)&Grove Labs(Gardner).

DuMont • Life Begins at 80; NETWORK CHANGE; Fri 8:30-9pm; Sustaining; The Barry-Enright package had been seen on ABC-TV Mondays 8:30-9pm.

NEWLY ANNOUNCED NETWORK FUTURES

April 4 • Presidential Timber; from WCBS-TV to the net; Fri 10:30-11pm; Sustaining; Prod - David Zellmer CBS; Dir - Don Hewitt; the new program is designed to give each of the declared candidates for Presidential nominations in both parties an opportunity to present his case to the nation's electorate; order of appearance will be decided by drawing of straws.

SPONSOR ACTIVITY

R.J.REYNOLDS thru William Esty has renewed Mike Stokey's Pantomime Quiz(NBC Wed 10-10:30pm) and will move the program to CBS-TV beginning July 4. The current NBC series will be over March 26, at which time the program will take a 13-week hiatus.

DODGE MOTORS has switched its account from Ruthrauff & Ryan to the Grant Agency and is reported to be in the market for a new television show. Dodge has not been represented on TV since last year, at which time it sponsored ANTA's Showtime, U.S.A.

JOHNS-MANVILLE thru J. Walter Thompson, will cancel Fairmeadows, U.S.A.(NBC-TV Sun 3-3:30pm) after the program of April 27.

BAYUK CIGARS thru Ellington has picked up sponsorship of The Adventures of Ellery Queen from April 16 on ABC-TV. Program started a 5-week hiatus March 9.

PEARSON PHARMACAL (Ennds) thru Harry B. Cohen will sponsor the Bernard Prockter package, Police Story on CBS-TV(Fri 10-10:30pm) from April 4.

NYC LOCAL STATION ACTIVITY

WABD - Fashions on Trial; DEBUT March 14; Fri 11-11:30pm; Sponsor - MacLevy's Dance Studios thru Associated Ad Service; Hal Tunis will moderate show which will feature "jury" of prominent fashion guests who will discuss the outfits, coiffures,and jewels worn by stylishly-garbed models.

This Week in Religion; DEBUT March 16; Sun 6-7pm; Sustaining; New program presents general religious news and features highlighted by guests; show will consist of Jewish, Protestant and Catholic segments, each with an editor-commentator; Dir - Arne Nocks; Commentators are Dr. Abraham N. Franzblau, dean of NY Schools of the Hebrew Union College (first several shows); Rabbi David de Sola Pool of the Spanish and Portuguese Synagogue will be regular editor of the Jewish segment; Rev. Robbins Wolcott Barstow, executive director of the Central Department of Ecumenical Relations of the Nat'l Council of the Churches of Christ, will be editor of the Protestant segment; and Rev. Joseph N. Moody, teacher of modern history at Cathedral College, will be editor of the Catholic segment.

WCBS-TV- Rain Or Shine; DEBUT March 17; Mon thru Fri 7:25-7:30pm; Sponsor - Converted Rice, Inc. thru Leo Burnett(Thursdays); Supervising Dir - Jon Fogel; Jim McKay will outline general weather conditions each evening.

Eloise Salutes the Stars; DEBUT March 23; Sun 11:15-11:30pm; A kinescope of the interview program starring Eloise McElhone will be seen on this station ten days following its showing on WPIX(Thurs 2:15-2:30pm).

WJZ-TV - Reid's Weatherman and Reid's Nightcap Weather; DEBUT March 17; Mon thru Fri 6:55-7pm & 11:10-11:15pm; Sponsor - Pioneer Div of the Borden Co(Reid's Ice Cream) thru Doherty, Clifford & Shenfield; Jim Fair will MC 2 new daily weather programs.

WOR-TV - Wrestling at Ridgewood Grove; DEBUT March 12; Wed 9:10-11pm; Sponsor - Sunset Appliance Stores; Lonnie Starr will be the commentator on weekly wrestling program.

Home & Garden Show; DEBUT March 15; Sat 1:30-2pm; Sponsor - Wonderlawn & Agrico Products; Prod - Will Peigelbeck; Mr. Peigelback will discuss the fine points of home agriculture.

Wildlife Unlimited; NEW TIME March 18; Natural history program will now be seen on Tuesday evenings from 8:45-9pm.

HOLLYWOOD LOCAL STATION ACTIVITY

KTTV - Sports News; from March 10, Jackson Wheeler, with a late hour roundup of sports headlines and scores, will be seen Monday thru Friday, 11:15-11:20pm, in place of The Public Life of Cliff Norton; Nucoa Margarine still sponsors.

Carl Cotner & His Melody Ranch Orchestra; DEBUT March 18; Tuesday 7-7:30pm; Sponsor - Murphy Motors (DeSoto-Plymouth Dealers) thru Pasternak & Associates; Prod - Keith Williams for TV Unlimited; new program will present guest stars along with Carl Cotner and the versatile members of his orchestra - Frankie Marvin, singer-dancer-guitarist-comedian; Gene Walsh, baritone; Frank Nelson, comedian-trumpeter-arranger; Frank Pratt, the "talking trumpet," and "The Twilighters," vocal quartet; featured vocalist will be Phyllis Lynne.

NEWS DIGEST

POLITICAL CONVENTION SPONSORSHIP CODE SET - The national committees of the Democratic and Republican parties and the networks have accepted a code for handling commercial sponsorship of the forthcoming political conventions. The code stipulates that the parties shall have approval of the sponsors, that commercials may be given only during long pauses or recesses during the proceedings, that they must meet the highest standards of good taste, and cannot be given from the convention floor. In addition, it must be stated at the beginning and end of each session that coverage of the convention by the sponsors does not imply that the parties indorse the product.

PITTSBURGH STATION GOES ON 24-HOUR BASIS - DuMont's owned & operated station WDTV in Pittsburgh, goes on a 24-hour-a-day operation on Monday, March 17, when it starts its new Swing Shift Theater from 12:30-7am six nights a week. Motion Pictures for TV, headed by Matty Fox, will furnish the station with 6½ hours of film each night, including features, westerns, serials and shorts, on an exclusive basis, for a reported $10,000 per week. Harold C. Lund, WDTV's general manager, has already sold enough spots on a participating basis to premiere the series at a profit.

TRENDEX RATINGS FOR MARCH RELEASED - The top ten sponsored evening network shows for the period March 1-7, 1952, according to the March Trendex TV Program Popularity Report are as follows: I Love Lucy 47.1; Talent Scouts 46.1; Star Theater(Berle) 41.2; Red Skelton Show 37.8; Your Show of Shows 36.6; Fireside Theater 35.1; You Bet Your Life 32.9; Mama 32.7; Man Against Crime 32.1; Racket Squad 31.6. President Truman's speech on Thursday, March 6 (10:30-11pm), on all networks, pulled a 45.2 rating.

CBS ACQUIRED STOCK IN WTCN-TV - Subject to approval of the FCC, arrangements have been completed for the acquisition by the Columbia Broadcasting System of an interest in television station WTCN-TV in Minneapolis-St.Paul. WTCN-TV, together with radio station WCCO, also in the twin cities, will be owned by a new corporation in which the Mid-Continent Radio-Television Corporation will own 53% of the stock and CBS 47%. No changes are contemplated in the staff of these stations, and WTCN-TV will continue to carry ABC & DuMont programs as well as CBS originations.

ADVERTEST REPORTS CHILDREN RULE VIEWING FROM 5-8PM - Based on a February study by Advertest Research reports of programs seen in the NY area, it was found that between 5-8pm, usage is 68% greater among families with children than among childless families, with 47% of the programs viewed chosen by children, 21% selected by men, 18% by women and 14% by general family agreement. Another finding had one out of three families viewing TV while at dinner, the dinner hour in most homes coming between six and seven o'clock.

RED SKELTON ASKS THAT VIEWERS WATCH COMMERCIALS - Advertising Age this week carried the story of Red Skelton's plea to viewers on his telecast of February 17 that they watch the commercial as well as the entertainment portion of TV shows. He is quoted as saying: "Out of the 27 minutes I'm out here - or any other half-hour program - the most the sponsor is allowed is only three minutes out of that 30 minutes to tell you about his wonderful product... As you all know, we are in our infancy in television. And, if you listen to what the sponsors have to say, within a year they will be able to give you much more entertainment and much more coverage."

PERSONNEL ITEMS: - John A. Schneider and Arthur C. Elliott have been added to the NY sales staff of CBS-TV Spot Sales as account executives. Mr. Schneider has been in a similar position in the company's Chicago office for the past two years, while Mr. Elliott has been representing the DuMont network and its stations in New York, Washington and Pittsburgh.....William Carpenter, station manager of WLOW in Norfolk, Va, and former radio chief of the Veterans Administration in Richmond, has been appointed as sales representative of United Artists Television in those cities.....Mavis Lyon has been appointed chief film editor of the newly formed Robert Lawrence Productions, Inc.

FILM DIGEST

INDICATIONS OF BIG NETWORK FILM IDEAS - Variety reports that discussions have been held between NBC's TV heads and Abe Lastfogel of the William Morris office, in an effort to obtain Danny Kaye for a TV film deal which might entail payment to Kaye of $200,000 for each 1-hour film in which he would also retain participation profits and residual rights. If the deal goes through, it is understood that Kaye would make from six to eight films per year.

DUMONT STARTS OPERATION ON "PILOT THEATER" - Donald A. Stewart, coordinator of DuMont's film department, has announced that the network has arranged for the purchase and distribution of a new series, the Pilot Theater, comprised of pilot films originally conceived in the hopes of selling a series, and secured from the original producers. The films will include comedy, drama and mystery shows, and most of them feature top names in the entertainment world.

NBC PLANS 3 FILMS SERIES WITH DOUG FAIRBANKS - Plans have been completed whereby NBC will join with Dougfair in producing three film series for TV, according to announcements made by Pat Weaver, NBC's VP in charge of TV and Alexander MacDonald, vice-president of Dougfair. Douglas Fairbanks, Jr., head of Dougfair, will supervise the project and will appear in International Theater, one of the series, on which he will be seen as host and will appear occasionally in some of the plays. The other series will be The Silent Man, based on the NBC radio show which stars Fairbanks, and Foreign Legion, an adventure-drama series. Don Sharpe and Robert P. Myers negotiated the agreement for Dougfair.

LEON FROMKESS FORMS ARROW PRODUCTIONS - Leon Fromkess, who has produced TV films for MCA's Revue Productions, has formed his own firm, Arrow Productions, which will start work on a series of 26 half-hour jungle pictures starring Jon Hall. The films will be shot in the U.S.A., and will be produced for open-end sale. Each film is budgeted at approximately $22,000. Harry S. Rotchild and Rudi Flothow are associated with Fromkess, and the firm will set up its own sales-distribution offices.

PEERLESS CAN RESTORE SHRUNKEN FILM - The Peerless Film Processing Corporation has announced the development of a treatment called "Peer-Renu" which is to be used for the restoration of negatives which had been stored in vaults and considered unusable because of excess shrinkage. Tests indicate that "Peer-Renu" will reduce the amount of shrinkage by 25% to 40%, and where this brings the shrinkage down to 1% or less, commercially acceptable prints can usually be made. The treatment is applicable to both 16mm and 35mm films.

LOU VICTOR SETS UP PRODUCTION FIRM - Tele-Victory Corp is the firm name of the Lou Victor production unit which has been formed with Victor as producer and Gilbert King as general manager. The firm will be capitalized at $100,000 and plans to specialize in shorts (1, 3 & 5 min) as well as half-hour film series. Company offices have been opened in the Guaranty Building in Hollywood, and Snader Sales may distribute Tele-Victory's finished product.

ETHEL BARRYMORE SIGNED FOR TV SERIES - Interstate Television, Monogram subsidiary headed by G. Ralph Branton, has announced the signing of Ethel Barrymore for a TV film series to be produced by Lee Savin. The half-hour films will carry the title of Ethel Barrymore Theater, and Miss Barrymore will appear as commentator, advisor and actress. Production is scheduled to start next month.

MORRIS PACKAGING AKIM TAMIROFF SERIES - David Chudnow Productions is currently producing a pilot film for a new TV series starring Akim Tamiroff in Secrets of the French Surete. The William Morris office will represent Chudnow, who is producing the series being directed by Bob Florey. J. Benton Cheney wrote the script for the first film in which Paul Guilfoyle is featured.

COSMAN PRODUCTIONS STARTS NEW SERIES - Cosman Productions, TV film firm headed by Lou Costello and George Raft, put the I'm The Law series into production this week with Raft starring as a NY detective. George Archainbaud is directing the first 13 of the half-hour films which are being made at the Hal Roach Studios.

COMMERCIALS PRODUCTION

AMERICAN FILM PROD(NY) - 3 (60") being completed for Frostee thru Ruthrauff & Ryan for Network Program; SA & LA with LS & VO.

6 (50") being completed for Servel thru Ruthrauff & Ryan for Network Program; LA with LS & VO.

8 (50"), 2 (30") & 2 (20") being completed for Palm Beach Suits thru Ruthrauff & Ryan for Network Program; LA with LS & VO.

G-L ENTERPRISES(NY) - 80 (10") being completed for Bulova Watch Co thru Biow for Nat'l Spots; LA with VO; time spots for station breaks.

SARRA, INC.(NY) - 5 (20") completed for Chase National Bank(NY) thru Hewitt, Ogilvy, Benson & Mather for Local Spots; LA with VO.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

PROGRAM	NET TIME	GUESTS (S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY MARCH 14
Twenty Questions	DuM 8pm	Mischa Auer
We, The People	NBC 8:30	Brandon de Wilde, Lydia Reed, Haakon Magnus(plastic harmonica inventor), Sam H. Jones(country store owner)
Rebound(film)	ABC 9pm	The Match - by Anna Kazarian; with Gloria Saunders, Minerva Urecal, Mario Siletti

*****Other shows on this date were listed in last week's issue.

		SATURDAY MARCH 15
Personal Appearance(film)	ABC 11am	The Death Clause - by Tom Tully; with Mr. Tully, Mary Anderson, Carleton Young, Robert Osterlah, Peter Leeds, Roland Seal
Betty Crocker	ABC 11:30am	Martha Scott
Ken Murray	CBS 8pm	Pat Rooney Sr, Dick Foran, Danny O'Neill, Marcia Van Dyke, Marca Scala(jiu-jitsu), "Bronco" Charlie Miller
All Star Revue (Jack Carson)	NBC 8pm	Jack Haley, Betty Garrett, Bunny Lewbel (FROM HOLLYWOOD)
Faye Emerson	CBS 9pm	Salute To Buffalo - with Buck & Bubbles, Madeleine Russell(S)
Your Show Of Shows (Sid Caesar)	NBC 9pm	Dave Garroway, MC; Roger Price, Clifton Guest; Ceasar & Coca will return March 29
Songs For Sale (Steve Allen)	CBS 9:30	Guest Singers: DeMarco Sisters, Herb Jeffries, Clark Dennis; Judges: Barry Gray, Joan Whitney, Nick Kenny, Carmen Cavallero
		SUNDAY MARCH 16
M&M Candy Carnival	CBS 12:30	Shari(teen-age ventriloquist)
American Inventory	NBC 1:30	Opportunities Unlimited - stressing the need for qualified help in science & industry; John Reedy, mod.
Teatro Televisione (Italian Drama)	WOR 2pm	La Vittima Innocente - by Eric James Martin; with Toto Cecchini, Rachelina Minciotti, Guiseppe Guaranta, Anita Roberti
Hllmk Hall Of Fame (Sarah Churchill)	NBC 3:30	Constitution Island - by David Colson Hughes; with Frances Starr, Juanita Hall, John Marriott, John Glendinning, Lou Polan, Margery Maude, Bill Daniels
CBS-TV Workshop	CBS 4pm	The Rocket - by Ray Bradbury, adapt by Mel Goldberg; with Martin Ritt, Katherine Squire, Bobby Santon, Lee Graham, Jonathan Marlowe, Harry Kadison, Harrison Dowd; Dir: Sidney Lumet

SUNDAY MARCH 16(Cont'd)

Meet The Press	NBC 4pm	Sen. Richard B. Russell
TV Recital Hall	NBC 4:30	The Reginald Kell Players
Man Of The Week	CBS 5pm	Gov. Earl Warren
Lamp Unto My Feet	CBS 5:30	The King's Servant - by Felix Doherty, adapt by Gerald Savory; with Arnold Moss, Berry Kroeger, Pamela Conroy, Roland Winters
Mr I Magination (Paul Tripp)	CBS 6pm	Annie Oakley - by Rosemary Foster; with Robin Morgan
Sam Levenson	CBS 6:30	Tex McCrary & son; The McNultys(Irish singers-dancers)
Paul Whiteman	ABC 7pm	Odette Myrtil, Joe "Fingers" Carr(pianist)
Royal Showcase (George Abbott)	NBC 7pm	Jack Carson, Peggy Lee, Peggy Ryan & Ray MacDonald
This Is Show Bus.	CBS 7:30	Veronica Lake, Johnny Johnston, Tim Herbert(C), Don Saxon(C)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Eddie Dowling and The Dublin Players; Ted Lewis, Alan Dean(S), Natalie Nevins(S), Dorothy Hayden Irish Dance
Colgate Comedy Hour (Eddie Cantor)	NBC 8pm	Dorothy Kirsten, Will Mastin Trio, Sammy Davis Jr, Sharon Baird (FROM HOLLYWOOD)
Arthur Murray	ABC 9pm	Mindy Carson, Florence Desmond, Bill Callahan
Rocky King (Roscoe Karns)	DuM 9pm	The Blind Tiger - by Carl Abrams; with Betty Buehler, Grant Gordon, Tom Reynolds, Milton Watson
Goodyear Playhouse	NBC 9pm	Three Letters - by Hoffman R. Hays; with Judith Evelyn, Roland Wood, Tommi Baxter, Orson Bean, Constance Ford, Ben Lackland, Margaret Barker, Walter Brooke, Maurice Burke, Edward Andrews, Anne Burr, Francis Williams, Harold Crane, Robert Christopher; Dir: Gordon Duff
Plainclothesman (Ken Lynch)	DuM 9:30	The Missing Key - with Will Hussung, Wyley Hancock, Ralph Stantley, Jim Boles, Mary Patton
Celebrity Time	CBS 10pm	Smith & Dale, Henry Morgan, Elaine Stritch
Cameo Theater	NBC 10:30	The Canon's Curtains - by Seamus De Faoite, adapt by Ethel Frank; with Ernest Truex, Roy Irving, Pat Malone, Eva Condon, Joseph O'Brien

MONDAY MARCH 17

Garry Moore	CBS 1:30	Benjamin Goldberg, Divena(underwater ballerina)
Mel Torme	CBS 2:45	Vanessa Brown
Nancy Craig	WJZ-TV 3:30	Dr. Wernher von Braun
Kate Smith	NBC 4pm	Jack Lait, Lee Mortimer, Shep Fields, Martin & Florenz

MONDAY MARCH 17(Cont'd)

Magic Cottage (Pat Meikle)	DuM 6pm	Zeke Hayseed's Hobby Gets Hobbled - with Curtis Wheeler, Al Ramsen
H'wood Screen Test	ABC 7:30	Fay Bainter, guest, in Death Verdict - with Marian Seldes, Geoffrey Barr
Dark Destiny	WOR 7:30	Bury Her Deep - by Robert Arthur & David Kogan; with Ralph Bell, William Zuckert, Ann Shepherd, Brett Morrison, Maurice Tarplin
Mr District Att'y (Jay Jostyn)	ABC 8pm	The Golden Square - with Jane Rose, Henrietta Moore, Chester Stratton
Lux Theater	CBS 8pm	The Foggy, Foggy Dew - by J. Albert Hirsch; with James Barton, James Dean, Muriel Kirkland, Richard Bishop; Dir: Dick Goode
Stars And Starters (Jack Barry)	ABC 8:30	Dane Clark, Eileen Barton, Mara(Oriental Dancer)
Talent Scouts (Arthur Godfrey)	CBS 8:30	Christine Nelson(C), Elwood Smith(baritone), Jean Cannon(soprano), Marian McPartland Trio(M)
Voice Of Firestone	NBC 8:30	Christopher Lynch
Press Conference	WOR 8:30	Michael Quill and TWU leaders
Lights Out	NBC 9pm	The Borgia Lamp - by Francis Bethencourt; with Robert Sterling, Grace Kelly, Hugh Griffith, George Roy Hill; Dir: Clay Yurdin
It's News To Me	CBS 9:30	Virginia Grey, Dane Clark, Quentin Reynolds, Anna Lee
Robert Montgomery	NBC 9:30	The Wall - by Mary Roberts Rinehart, adapt by Denis Green; with Jane Wyatt, Douglass Montgomery, Nydia Westman, Joan Chandler, Ethel Everett, Perry Wilson, Joe Boland, Ann Dere, David Lewis, James Gregory, Rod Steiger; Dir: V Donehue
Studio One	CBS 10pm	The Vintage Years - by F. Hugh Herbert, adapt by Bob Soderberg & Edith Somer; with Walter Slezak, Una O'Connor, Carmen Mathews, Elizabeth Ross, John Buckwalter, Eric Sinclair, Michael Higgins, Joan Morgan, Harry M. Cooke, Theo Goetz, Lottie Stavisky, Michael Gorrin, Jutta Braea; Dir: Paul Nickell
Who Said That (Net except WNBT)	NBC 10:30	Phil Regan, Sally Benson, Joey Adams (THIS WILL BE SEEN VIA KINESCOPE ON WNBT SAT MAR 22)

TUESDAY MARCH 18

It's A Problem (Fannie Hurst)	NBC 12:30	Emotional Maturity - Dr. George Lawton, Dr. Lena Levine
Garry Moore	CBS 1:30	Phil Foster, Niki Harmon(comedienne)
Mel Torme	CBS 2:45	Kirkwood & Goodman, Joyce Holden
Bill Goodwin	NBC 3:30	Joe Silver

TUESDAY MARCH 18(Cont'd)

Kate Smith	NBC 4pm	Lauritz Melchior, Bud & Cece Robinson(D), Evalyn Tyner; The Unwanted - new segment introduced this date, talks with persons now living in the Bowery and slum areas of NYC
Trapped	WOR 7:30	For Sale: Dead Bodies - with Franklin Pulaski, Barbara Gay, Kchast Sayres, Thom Carney
Stork Club	CBS 7:45	Gloria Vanderbilt, Lady Furness
Frank Sinatra	CBS 8pm	Victor Borge, June Hutton, Nicholas Brothers, Borrah Minevitch (FROM NYC TODAY THRU APRIL 8)
Texaco Star Theater (Milton Berle)	NBC 8pm	Peter Lorre, Connie Haines
Met Opera Auditions	ABC 8:30	Semi-finalists announced today
Keep Posted	DuM 8:30	W. Averell Harriman, Sen. Homer E. Capehart
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Henny Youngman, George Prentice; Youth: Harry Belafonte(S), Tommy Check(11-yr-old drummer)
Fireside Thtr(film)	NBC 9pm	Washington Rendezvous - by Jerry Anson; with Lisa Ferraday, Craig Stevens, John Dehner, Gene Gary, Gabriel Curtis, Bill Tannen, Howard Banks, George Eldredge
Suspense	CBS 9:30	The Mystery Of Edwin Drood - Part I - by Charles Dickens, adapt by Halsted Wells; with John Baragrey, Susan Douglas, William Smithers, Betty Sinclair, Elizabeth Johnston
Armstrong Theater	NBC 9:30	The Shoes That Laugh - by Peggy Hilton; with Pat Crowley, Paul Valentine, Lee Remick, Beatrice Tompkins, Betty Low, Harry Townes, Edmund Balin; Ballet dancers: Norma Vance, Ruth Ann Koesun, Jennie Workman, Lillian Lanese, Barbara Lloyd, Cathleen Horn; Choreog: Dimitri Romanoff; Dir: G Simpson
Danger	CBS 10pm	The Way Of Freedom - adapt by Ben Simcoe from story by Percival Wilde; with Polly Rowles, E.G. Marshall, Jock MacGregor, Harry Bellaver, John C. Becher, Leslie Litomy, John Boyd, Walter & Alice Hill
Not For Publication (Jerome Cowan)	DuM 10pm	The Wandering Spirit - by Harry Minsey; with Freddie Bartholomew, Rosalind Ivan, Ernest Sarracino, Helen Barron
What's The Story	DuM 10:30	Emily Kimbrough, Eloise McElhone, Robert Sylvester

WEDNESDAY MARCH 19

It's A Problem (Helen Parkhurst)	NBC 12:30	The Pet In The Home - Dr. James H.S. Bossard, Warren McSpadden
Garry Moore	CBS 1:30	Dorothy Jarnac
Mel Torme	CBS 2:45	Wally Cox
Ralph Edwards	NBC 3:30	Ish Kabibble (FROM HOLLYWOOD)
Kate Smith	NBC 4pm	John Sebastian, Howard & Shelton(C), Pvt. Murton Bye

WEDNESDAY MARCH 19(Cont'd)

Terror	WOR 7:30	I'm Afraid Of The Dark - by Mel London; with Gloria McGhee, Fran Malis; balance of cast not set at press time
Perry Como	CBS 7:45	Lefty Frizelle(western singer)
Kate Smith Evening	NBC 8pm	Richard Carlson, Eddie Foy Jr, 3 Suns, Ethel & Albert
Kraft Theater	NBC 9pm	The Bride The Sun Shines On - by Will Cotton; with John Newland, Cloris Leachman, Howard Smith, Ruth Hammond, John O'Hare, Roland Winters, Joan Wetmore, Seth Arnold, Laurie McVickers; Dir: Maury Holland
The Web	CBS 9:30	Death Mask - by Selwyn James; with Betty Field, Tom Helmore, Edith King, Tony George, John Martin; Dir: Lela Swift
Celanese Theater	ABC 10pm	Saturday's Children - by Maxwell Anderson, adapt by Alan Haskett; with Mickey Rooney, Shirley Standlee, Doro Merande, Harrison Dowd, Patricia Bright, Fredd Wayne, June Walker, Jimmy Cross; Dir: David Alexander
Unexpected(film) (Herbert Marshall)	WNBT 10:30	The Man From Yesterday - with Jane Nigh, John Archer

THURSDAY MARCH 20

Garry Moore	CBS 1:30	Victor Borge, Capt. C.W.R. Knight & Mr. Ramshaw(bird)
Eloise Salutes	WPIX 2:15	Mr. Dishart, head of Canine University NYC (also seen via kinescope on WCBS-TV Mar 30 at 11:15pm)
Mel Torme	CBS 2:45	Veronica Lake, Aldo Ray
Kate Smith	NBC 4pm	Gloria Gilbert(D), Sharon Porter & Lionel Davis(child singer-dancers), Arthur Smith & His Cracker-Jacks
Stork Club	CBS 7:45	Beatrice Lillie, Dolores Gray
Star Of The Family (Peter Lind Hayes)	CBS 8pm	Bob Crosby, The Modernaires, Burton's Birds (FROM HOLLYWOOD)
T-Men In Action (Walter Greaza)	NBC 8:30	The Honest Thief - by Abe Ginnes; with Bruce Gordon, Leni Stengel, Paul Ford, Calvin Thomas, Matt Resnick, William Tracy
Big Town (Pat McVey)	CBS 9:30	Nightfall - by Charles Robinson; with Rita Lynn, Ben Yaffee, Truman Smith, Nathaniel Frey
Ford Festival (James Melton)	NBC 9:30	Yvonne deCarlo
Charlie Wild (John McQuade)	DuM 10pm	The Case Of Double Trouble - with John Shellie, Philip Truex, Phillippa Bevans, Yale Wexler
Martin Kane (Lloyd Nolan)	NBC 10pm	Robert H. Harris, Ross Martin, Charles Mendick, Alfreda Wallace, Richard Coogan

THURSDAY MARCH 20(Cont'd)

Crime Photographer (Darin McGavin)	CBS 10:30	Longshore - by Ben Radin; with Michael Howard, Mario Gallo, Logan Ramsay, Salem Ludwig, Amelia Romano, Bobb Nick, Victor Rendina, Peter Fry
Author Meets Critics	DuM 10:30	America's Retreat From Victory - by Sen. Joseph R. McCarthy; Ralph DeToledano(for), Leo Cherne(against)

FRIDAY MARCH 21

Kathi Norris	WABD 11am	Ljuba Welitsch
It's A Problem (Helen Parkhurst)	NBC 12:30	Eating Habits Of Children - Philip Slatchins, Dr. William Langford
Kate Smith	NBC 4pm	Barry Nelson, Teresa Celli, Ethel Barrymore Colt, Copsey & Ayres(D)
Man Against Crime (Ralph Bellamy)	CBS 8:30	Richard Purdy, Lou Polan, Cara Williams, Jack Warden, Bernard Grant
We, The People	NBC 8:30	Brandon de Wilde, Lydia Reed, Rep. Rose Thompson, Sam deKemel(Dixieland bugler)
Schlitz Playhouse	CBS 9pm	The Human Touch - by William Kendall Clarke; "Romantic Rhapsody", composition for piano & orchestra by Herbert Mayer will be played by Diana Lynn, conducted by Glenn Osser; with Miss Lynn, Vincent Price, Frank McHugh, Jamie Smith, George Mitchell, Peter Brandon, Kathleen Crowley; Prod-Dir: Frank Telford
Big Story	NBC 9pm	Arville Schalebin, Milwaukee Journal - adapt by Ernest Kinoy; with Herbert Rudley, Vaughn Taylor, Adelaide Bean, Henry Hamilton, Beatrice Roth, Wyley Hancock, Michael Strong
Tales Of Tomorrow	ABC 9:30	The Fisherman's Wife - by Gail & Harry Ingram; with Tom Drake, Jody Parks, Cameron Prud'homme, Rock Rogers, Maud Scheerer
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Alan Dale, Yvette
H'wood Opening(film)	CBS 10pm	Strange Encounter - with Jorja Curtright, Steven Geray

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T A L E N T L O C A T O R S E R V I C E March 16, 1952

EILEEN BARTON current Bill Goodwin show - AGT: MCA PL 9-7500

BARBARA BRITTON - AGT: Wm Morris JU 6-5100

ANN DVORAK on coast, avail NY TV - AGT: Wm Morris JU 6-5100

JOHN GARFIELD current "Golden Boy"-PRESS: Barry Hyams PL 7-4133

EDITE FORD TV actress - CON: CI 7-5947

COLEEN GRAY - AGT: Wm Morris JU 6-5100

JOEL HOLT TV chef - PRESS: Russ Pelletier PL 5-5730

THE INK SPOTS now in NY for TV - AGT: Gale Agcy PL 7-7100

JULIANA LARSON current Maisonette - AGT: Barron Polan PL 9-4727

PETER LORRE - AGT: Wm Morris JU 6-5100

RAMON NOVARRO film actor now in NY for TV

ZASU PITTS - AGT: Wm Morris JU 6-5100

ROSE MARIE "Top Banana" star - PRESS: Russ Pelletier PL 5-5730

TOM TULLY film & Hwd TV actor now in NY - AGT: Wm Morris JU 6-5100